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**DISSERTATION TITLE: Globalization and Sustainable Tourism:
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I. Abstract

This thesis addresses the complex concept of sustainable tourism on a European and global scale. First of all, the meaning of the tourism industry is given shortly and the context of the types and divisions of tourism as well. Following, there are analyses for tourism development. Afterwards, follow various interpretations for sustainability, Sustainable Development and Sustainable Tourism Development with its policy instruments. The arguments for sustainable tourism are presented shortly after. Moreover, the negative and positive ecological, financial as well as societal-cultural effects of tourism are presented after. Furthermore, there is an analysis of stakeholder management and the way it's linked to sustainable tourism. Leading to the main body of the thesis, where the concepts of globalization, global tourism, sustainable tourism tools and hegemony are explained in full with related Tables as well. The links among most of the aforementioned concepts are presented as well. Following after is a chapter about the usefulness and importance of sustainability indicators. The focus of the thesis afterwards is on the European Union. How the union is linked to tourism and sustainable tourism. As well as the various steps that the European Union has taken mainly to promote Sustainable Tourism Development. But also essential information about initiatives in the EU is presented as well. The European Commission's Tables and data on Tourism and European competitiveness are presented right after. The data from Tables 6 and 7 are from the year 2011. It was an important year that highlighted the significance of tourism in the EU. But also Table 8 illustrates the arrivals of tourists at the EU countries and the returns percentage that was achieved. Comparisons can be made through these data dating from 2001 to 2011. Following after is the 9th chapter with the sub-chapters for the methodology, research aims, the gathering data methods, the design of the survey tools and research sample as well as for the limitations that this research had. The research aims mostly concern the links among the tourism industry, sustainable tourism, the EU and the concept of globalization. Afterwards, the analyses of the findings and their interpretations are presented at the next chapters. The 12th chapter follows after with the conclusions for overall context, findings of this thesis along with some recommendations. At the end, there are the list of references and the appendices.

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V. List of Abbreviations

<u>Abbreviation</u>	<u>Meaning</u>	<u>Page</u>
DGs	Directorate Generals.....	30
EU	European Union.....	12
EC	European Commission.....	29
GDP	Gross Domestic Product.....	11
GNP	Gross National Product.....	12
GHG	Greenhouse Gas (GHG) emissions.....	19
IMF	International Monetary Fund.....	26
NGO	Non-Governmental Organizations.....	25
UK	United Kingdom.....	48
UNEP	United Nations Environment Programme.....	24
UNESCO	United Nations Educational Scientific Cultural Organization.....	20
UNWTO	United Nations World Tourism Organization.....	12
USA	United States of America.....	12
WB	World Bank.....	26
WTO-OMT	World Trade Organization-Outright Monetary Transactions.....	26
WTTC	World Travel & Tourism Council.....	11

1. Introduction

This thesis investigates the intersection between trends in the global, financial, and political milieus on the one hand. But also on the other hand investigates the tourism industry and how it connects with globalization as well as with globalization related concepts like hegemony. It researches also how globalization connects to the Sustainable Tourism Development in the EU, which is an international union of nations. But it researches as well, the part that the EU has in promoting tourism and Sustainable Tourism Development, which also represents the subtitle of the thesis topic. This is done by recognizing and analyzing the steps and initiatives that the EU has taken towards this objective. The EU is a union of nations that has leaned towards an incorporation on a political, ecological, financial, societal and even on a cultural level. This thesis also has specific research aims that are presented in sub-chapter 9.2. They are also analyzed further at the sub-chapter 9.5, where the formulation of the survey sample is analyzed. But also in chapter 10, which presents the findings of the survey with the primary data that were gathered. This analysis continues in chapter 11, where the interpretation of the findings is done. As well as in chapter 12, chapter 12 being the part of the thesis in which the conclusions and recommendations are presented.

The research aims have been selected as the proper parts for the formulation of the research sample. Those mainly can't be researched through secondary survey such as from literature. The aims of the thesis are firstly about surveying the link between the tourism industry and the concept of globalization. But to research as well, whether improper policies could assist in the development of negative effects on tourism. Another aim examines the fact on whether or not sustainable tourism as a policy for tourism aims at financial development with certain considerations that are mentioned in chapters 9, 10 and 11. Another one is to find and analyze credible information on whether tourism development affects other EU policy areas, sustainability etc. One other aim is to research the negative implications of the absence of appropriate governance on tourism etc. Two other aims deal with the effects of the Lisbon Treaty article 195 and the European Charter for sustainable tourism in protected areas. Finally, through these aims the interconnectivity between the EU, globalization, sustainable tourism and tourism is revealed. But also through the data in the Tables and information from the chapters 2-8.

2.1 Defining the multi-faceted concept of Tourism

2.1.1 Types of Tourism

The phenomenon of tourism can be categorized in various types as far as the national and transnational levels are concerned. Initially the 3 essential types of tourism were acknowledged globally and afterwards explained in detail as it can be seen below:

- I. **Inbound tourism:** non-inhabitants journeying on a transnational level, meaning to another nation,
- II. **Domestic tourism:** habitants journeying from one location to another within the confines of the borders of their own country, and finally the
- III. **Outbound tourism:** habitants journeying from a location situated in their home nation to a destination of another nation.

The types of tourism mentioned above could be merged to produce the tourism divisions below:

- a. *Internal tourism:* implicates the domestic as the inbound type of tourism,
- b. *National tourism:* implicates the domestic as well as the outbound type of tourism, finally the division of
- c. *International tourism:* implicates the inbound as well as the outbound type of tourism.

However, sustainable tourism can't be categorized as a type or division of tourism like inbound tourism. (Theobald, 2005)

2.1.2 The industry of Tourism

Tourism can be also characterized as an industry expanding at a global scale the last few decades after the 1950s. This is due to implication of various stakeholders such as tour operators, proprietors, tourists, workers, managers, enterprises, national authorities as well as public and private institutions. The tourism industry can be better described through 5 divisions. These are:

- a. The **conveyance division**: it involves all the means of mobility that tourists use either by land, sea or air.
- b. The **institution division of destinations**: it includes all the public and private institutions implicated in the activities for the promotion of tourism in a destination.
- c. The **facility division**: it involves all the facilities, tourism enterprises and rooms that have been conformed to meet the demand and needs of the tourists at a destination.
- d. The **entertainment division**: it implicates all the facilities and locations that aim to entertain and draw tourists.
- e. The **journey coordinator division**: it includes all the offices and enterprises that plan and arrange the trips of the tourists. Examples of such offices are tour operators and travel agents. (Mason, 2008)

2.2 Tourism, economic growth and development

The last few decades, the tourism industry has been developing exponentially. Gaining recognition for its financial as well as social significance. The financial department of services has been one of the most rapidly developed financial departments of the world's industrialized economy after the 1950s, which progressed along with 'international tourism'. During this decade, the phenomenon of tourism grew exponentially. After the end of World War II, the development of airplane transportation was quite quick and in later decades. This contributed to the growth of the tourism phenomenon. Journeying and tourism have been big parts of the financial industrialized department of services. However, journeying and tourism haven't been acknowledged by all industrial economies on an international level. Until the year 1992, tourism had ascended to the position of being considered the largest industry internationally. Due to the capacity of tourism to create new jobs through its growth in various sectors in the public and private sector. The World Travel & Tourism Council (WTTC) stated in 2003 that journeying and tourism as an industry operating on a global scale produces Gross Domestic Product (GDP), gross income, foreign direct investment, jobs, as well as payments to the state via taxation. The tourism industry's GDP had even been calculated as being over \$4.5 billion dollars as far as

financial actions and total demand are concerned. In numbers, the tourism industry employs almost 195 million people. Furthermore, as it is illustrated in Table 1 below, which was presented by the United Nations World Tourism Organization (UNWTO). Table 1 truly illustrates how the world tourism growth hasn't stopped since the year 1950. (Theobald, 2005)

The precise meaning of growth or financial expansion has been described in the field of 'economics' as the progression by expanding through all the known financial tools according to the standards of the economies that exist in the northern part of the Western hemisphere. Those being mostly the United States of America (U.S.A.), the European Union (EU) member states and Canada. To be more precise, as the economy of state increases, so does the capability of producing goods and services that have monetary or exchange value. However, for one to state that the concept of financial expansion is in effect. This is not enough, the production increase must be quicker from the increase of the population. In this way, it is safe to support the aspect that financial expansion is surely the outcome of this process. Through the course of economic history though, the concepts of growth as well as financial expansion have ended up being considered one and the same. Therefore, financial expansion is calculated through financial instruments such as the Gross National Product (GNP). (Sharpley and Telfer, 2004)

The phenomenon of tourism can also be defined as development. The quick expansion of tourism on a global level has brought forth several consequences. One of them being the fact that tourism has practically been incorporated internationally at the regional level as well as in international, national legislation and the action-programs for development. It has been noted that tourism often isn't such an important element in the overall process of development. However, this doesn't apply in the majority of examples of nations that are still financially expanding. Tourism is an element that accelerates development. In other words, tourism accelerates financial expansion. This is a most effective motive in order to select and follow tourism-related development policies, because they can provide support on a regional level as well as to state-wide economies. Tourism as an industry operating on a global scale produces GDP, revenue, foreign direct investment, job creation, payments in foreign currency, as well as payments to the state via taxation. However, after the fundamental financial causes for the selection and promotion of tourism have been acknowledged. There are also other elements that can be recognized as well. As it is further presented. (Sharpley, 2009)

Those other elements that can be acknowledged, besides the fundamental financial causes for the selection and promotion of tourism are:

- tourism is an ever expanding industry,
- tourism promotes the re-allocation of profit and revenue,
- the expansion of tourism leads to the expansion of the industries that supply inputs to tourism,
- tourism makes use of the environment as no-cost facilities,
- There are no limitations to the commercial aspects of tourism. (Sharpley, 2009)

Table 1 / World Tourism Growth: 1950–2002

Year	Visitor (overnight) Arrivals Globally	(a) Expenditure of Inbound Visitors (overnight) Globally
	(millions)	(billions in US\$)
1950	25.3	2.1
1960	69.3	6.8
1970	165.8	17.9
1980	286.0	105.3
1985	327.2	118.1
1990	457.3	263.4
1995	552.3	406.5
1996	596.5	435.6
1997	618.2	439.6
1998	626.4	442.5
1999	652.2	456.3
2000	696.7	474.4
2001	692.7	462.2
2002 (b)	715.6	478.0
(a) Passenger conveyance is not included.		
(b) Calculated Prediction in previous years.		

(Theobald, 2005)

3.1 Tourism and sustainability

3.1.1 Defining Sustainability

There is one defining term in researching sustainable tourism. This is the term sustainability, which signifies the great importance of protecting the environment. However, sustainability also deals with the significance of the societal matters. The series of actions that globalization contains are many. Sustainability is promoted by enterprises, international bodies, municipal authorities, academics, foundations with ecological friendly policies. Therefore, sustainability is an internationally acknowledged concept with influence on a global level and of course on tourism. This is further explained in one the next sub-chapters of this chapter. (Mowforth and Munt, 2009)

3.1.2 The concept of Sustainable Development

Sustainable Development is considered one of the most significant policy-making theoretical constructs in the world and that can be seen within it's historical context. The Brundtland Commission has given a more modern interpretation for Sustainable Development through the Brundtland report, which was released in 1987. According to this report, Sustainable Development is the development that conforms with the urgent requirements of the present time without endangering the resources of nature, which are essential for the future societies of the world. This interpretation wasn't acknowledged as the sole one for many years. The conference in Rio Janeiro in 1992 on growth and the protection of the environment was a significant historical conference, which brought forth the fact that the dispute over Sustainable Development is of global importance. What had started as a need for international agreement between nations. In recent years has become a necessity for it. In the 21st century, the implementation of policies for Sustainable Development is an important competitive situation in the globalized economy. However, sustainability is a perplexing concept that consists of many aspects. Those are financial, societal, environmental (ecological) as well cultural aspects. (Radermacher, 2004)

In order to present the three aspects or areas of Sustainable Development. Diagrams and figures can be used to better describe the interrelation between them. The interaction can clearly be clarified in Figure 1 below. This simple Figure presents

the three areas of sustainability and how they connect with each other through spheres, which represent the financial, environmental and societal aspects. This model is called the three overlapping circles model and it presents the interaction as well as the links between the areas of sustainability. For example, development of the economy occurs from the interrelation and linking of society with the economy. Furthermore, these are some factors that some of the members of the club of Rome have argued for in years. For their role in the concept of Sustainable Development and its principles. However, Figure 1 below does illustrate the societal-environmental (ecological) interconnected area that takes place when society and the environment interact. But also the environmental-economic area that links the economy and the environment (Radermacher, 2004). The conference in Rio Janeiro in 1992 was called the 'Earth Summit' and since then the 'Agenda 21' was followed, which had the goal of supporting the implementation of Sustainable Development policies on a global scale. However, tourism wasn't then acknowledged as a division of the world economy, which had to be incorporated into the policies for Sustainable Development, until the "Earth Summit II", which was held in New York in 1997. (Holden, 2008)

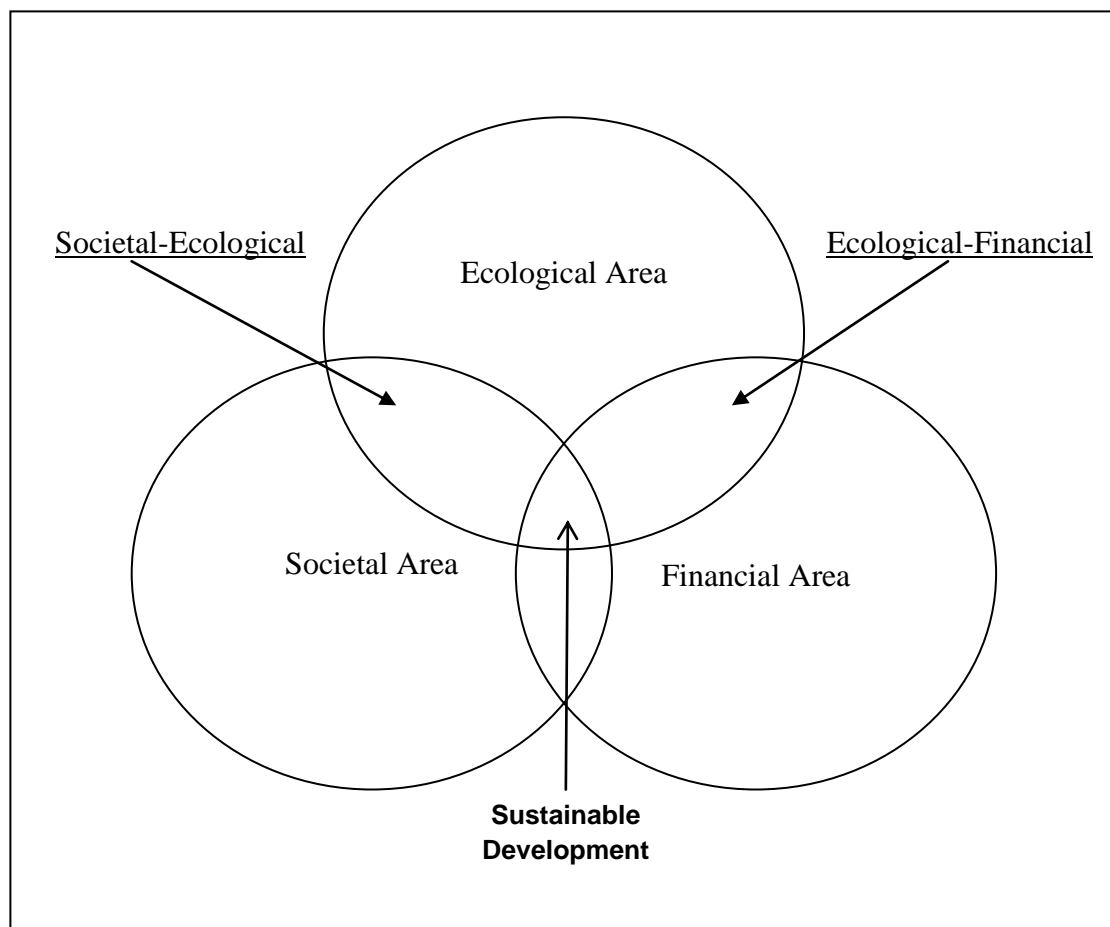


Figure 1 / Sustainable Development areas

(Madhavi et al, 2007)

3.1.3 Sustainable Tourism Development

Generally, it wasn't easy to introduce an interpretation for Sustainable Tourism Development. The UNWTO promoted Sustainable Development by taking the definition, which the Brundtland Commission introduced and applied it. Thus giving it's own interpretation. More accurately, the UNWTO gave Sustainable Tourism Development the interpretation below and it was internationally acknowledged:

Sustainable Tourism Development is the development that conforms with the urgent requirements of the current visitors, as well as host communities and at the same time secures and improves future conditions. It is regarded as the concept that paves the way for the handling of resources, in order for financial, societal as well as entertainment necessities to be satisfied. However, as this process takes place the resources of nature, the cultural heritage, the environment that the animals reside, the equipment and facilities that create a viable environment are preserved as well. This UNWTO interpretation has sometimes been altered in regions and nations around the world. (Fletcher et al, 2013)

Sustainable Tourism Development demands the involvement of the stakeholders taking part in this policy and them having all the information towards the course of action that each of them has to take. But also strong governmental management in order to increase the percentage of cooperation as well as agreement between the stakeholders involved. The successful implementation of the policies for Sustainable Tourism Development demands the performance of repeated series of actions that bring about Sustainable Tourism Development. It also demands the recurring observance of the effects, as well as presentment of the actions. Which have to be taken to stop or improve the whole process as needed. Furthermore, sustainable tourism has to fulfill the expectations of the visitors and provide knowledge to them by informing them about sustainability through tourism-related activities, thus popularizing and advertising the policies for Sustainable Tourism Development within the numbers of tourists that visit destinations, which have adopted sustainable tourism related policies. (USAID, 2005)

The theoretical construct of sustainable tourism was initially presented though discussions during the decade of the 1990s in order to explain the development of tourism, but with no bad ecological and societal effects. In this way, sustainable

tourism was developed to address both niche tourism, mass tourism and all types of tourism, but also has the goal to increase the financial gains of the tourism industry. In this way, sustainable tourism ensures the viability of the phenomenon of tourism. It is no coincidence that governments all over the world adopted policies for promoting Sustainable Tourism Development. The EU is the perfect example, which presented the legislation for tourism and sustainable tourism. The EU plays a huge part in promoting Sustainable Tourism Development in the European member states. However, this will be further analyzed in the 8th chapter of this thesis. (Forsyth, 1997).

Sustainable tourism also has **policy instruments** or so-called **principles**. Therefore, Sustainable Tourism Development policy revolves around these policy instruments also and of course around the concept's definition. Those are presented below:

- The preservation and exploitation of ecological, cultural and societal resources should be done by taking into consideration all the limits of the environment and manmade facilities, infrastructure and workforce. In order to avoid environmental degradation and ensure the further exploitation of these resources in the future.
- Legislation for the growth and function of tourism must be incorporated within the legislation for sustainability and the related projects of countries as well as regions. Furthermore, the many different forms of tourism and how they connect to resources and societies have to be taken into account in general.
- Tourism must promote financial operations on a regional level by considering ecological losses and advantages. As well as that none of these operations must be allowed to be the only ones in a region.
- The profits and revenue from tourism must be dispersed accordingly to employers and employees that take part in the overall tourism process. Host communities must be involved in the overall strategies for tourism along with help of the national authorities and the businesses from the tourism industry.
- The people and institutions involved in the tourism activities of a location must not take part in actions, which might potentially damage the standards of living, the culture heritage, the natural resources, the economy and local authorities of the area.
- The tourism industry has to fulfill the expectations of the visitors and provide knowledge to them by informing them about sustainability through tourism-

related activities. But this must be further promoted to every stakeholder involved. More specifically, the personnel involved in the private and public sector must be informed about sustainability accordingly as well.

- The development of tourism must be observed and analyzed constantly to avoid negative effects as well as exploit current and future benefits.
- The relevant stakeholders involved in tourism and sustainable tourism related activities must participate in a common effort for success and not disharmony (Sharpley, 2009)

3.1.4 Arguments for Sustainable Tourism

Table 2 / Millennium Development Goals /2001

Millennium development goals	
Goal 1	Eradicate extreme poverty and hunger
Goal 2	Achieve universal primary education
Goal 3	Promote gender equality and empower women
Goal 4	Reduce child mortality
Goal 5	Improve maternal health
Goal 6	Combat HIV/AIDS, malaria and other diseases
Goal 7	Ensure environmental sustainability
Goal 8	Develop a global partnership for development

(Sanchez, 2012)

The tourism phenomenon faces significant competitive situations of global importance. Some of these competitive situations are presented and shortly analyzed below. However, these don't include every situation the tourism industry has to cope with, there are also more challenges that are internationally acknowledged. These showcase mostly the extent of the effects as well as favorable prospects, which connect with tourism. But illustrate a number of global factors. Which prove why nations worldwide must promote and implement strategies and policies for sustainable development. More accurately, these factors are:

- **copying with quick financial expansion:** predictions have illustrated that the growth of the tourism industry is going to increase in the next 20 years. Dealing with such growth may have devastating effects to the environment and not just the positive financial effects. This requires the adoption of strategies which aim at development, but also include environmental management policies and marketing strategies which aim at affecting consumption trends.

- **copying with climate change:** This is a factor that truly influences tourism in many ways. Tourism affects climate change in a negative way. To be more precise, climate change has many negative effects on tourism in the long term. Such as the increasing oceans' surfaces and bad weather that destroy beaches located in touristic coastal destinations. However, it has been calculated that tourism is responsible for 5.3% of the Greenhouse Gas (GHG) emissions produced by humans on an international level. The percentage of the use of the means of movement in numeric terms, which are involved in tourism is equal to 90% of these GHG emissions. Airplane mobility being responsible for 2 or 3% of the global consumption of fossil fuels and for 3.5% of the Greenhouse Gas (GHG) emissions produced by humans on an international level.
- **mitigating pauperism:** Reducing pauperism by 50% on a global level by 2015 is one of the United Nations Millennium Goals. Tourism provides for this mitigation mostly because the tourism industry provides countries that are still financially expanding, which have environmental as well as cultural attractions as a comparative financial advantage. In other words, tourism growth supports the income increase and profit in less developed regions and locations.
- **promoting policies for the preservation and protection of natural resources:** The matter of preservation and protection of natural resources is very diverse because the size of this issue differs, due to the differences that nations have in size and various sectors. In most nations that are still financially expanding, regions that have been developing according to policies for conservation have been receiving approximately 30% of the money, which is required to cover for the conservation of their region. However, in the last 10 years several states have reduced the funding for conservation by 50%. Tourism provides the revenue that covers the funding gaps that certain regions have in order to implement fully their actions for conservation.
- **wellness, security, protection:** Over the last 2 decades, there has been a lot speculation over the wellness (health), the security and the protection standards for tourists when they journey to certain destinations. This is not an issue that has drawn a lot attention over the years, but it is a serious matter if Sustainable Tourism Development has to be achieved.(Carbone and Yunis, 2005)

4.1 Effects of Tourism

4.1.1 The ecological effects of Tourism

Tourism is inexplicably linked to the environment. The environment where people live consists has many aspects and characteristics. Those aspects are societal, financial and cultural. However, tourism may have effects also on the environment which consists of wildlife and plants. Some of the most significant effects are the:

Positive ecological effects

- Tourism and its many functions many induce the need to invoke steps and regulations towards environmental protection.
- Tourism may stimulate the conditions for countries to organize their own theme parks. The main focus of those parks could be the protection of animals and the environment.
- Though tourism many nations or regions can support strategies for maintaining historical landmarks, which of course include buildings. Just like organizations such as UNESCO are doing globally.
- Tourism brings a lot of revenue to several countries that have developed the tourism sector. If tourists pay an amount of money by buying a ticket to enter a well preserved historical building. Then the money from those tickets can be used for maintaining historical landmarks and to fund parks that aim at protecting cultural heritage and animals on the regional and national level.

Negative ecological effects

- It is a known fact that tourists pollute (toss garbage on the streets, at tourist sites, beaches and at the sites related to tourism activity with water etc).
- Domestic and international tourism are sometimes responsible for traffic jams as well as non-desirable increase in population at large cities and capitals around the world.
- Tourism can lead to the non-desirable increase of tourism close to environmentally protected areas. Thus tourists may damage or pollute the environment there while walking there.

- Tourism may cause the development of undesirable infrastructure and buildings related to tourism. But not necessarily matching in with overall architectural design of the buildings in a region. (Mason, 2008)

4.1.2 The societal-cultural effects of Tourism

Tourism is inexplicably linked to the society and culture of a destination. It affects various groups of citizens residing on destinations all over the world, which are categorized through the repeated stance of an individual group towards a good or product, as well as towards certain conditions and a combination of circumstances. This is how tourism affects society. However, tourism also affects the culture of a tourism destination. By culture meaning the habits and customs as well as the values that the residents of a destination have kept from the past until today. The most significant of these effects are the:

Positive societal-cultural effects

- The creation of jobs along with the resurgence of areas that are not so developed.
- The resurgence of old cultural customs and celebrations, which may be utilized to draw tourists as well.

Negative societal-cultural effects

- Tourism may draw more tourists at an area than the desired number and that may exceed the predictions. Thus problems might occur such as the dissatisfaction of tourists with the services and infrastructure, which might be sufficient to cover their demands.
- Excessive tourism growth may cause many entrepreneurs to abandon other productive sectors such as agriculture. The people of an area might start relying too much on tourism and other productive sectors may suffer.
- Tourism and seasonality may induce changes on the lifestyle of local citizens that work on the tourism industry. Also, these citizens may even have a hard time to cope with the tourists visiting their area, mainly because the host communities might not have the same customs and values as the arriving tourists. (Mason, 2008)

4.1.3 The financial effects of Tourism

However, the financial effects of tourism have been studied more and more during the course of history in comparison to other types of tourism effects such as the ecological and societal-cultural ones. This is justified mostly, due to the effect that tourism has on increasing the revenue of businesses and thus assisting with job creation. The most significant effects are the:

Positive financial effects

- Tourism brings a lot of revenue to several countries that have developed the tourism sector. Due to the foreign exchange net income.
- Tourism ensures job creation in the private and public sector.
- Tourism promotes growth on a local and national level.

Negative financial effects

- Tourism may cause a stable increase in prices or stable decrease on the value of money, which is used for buying products.
- Some national areas may evolve to solely rely on tourism. (Mason, 2008)

5. Sustainable Tourism and Stakeholder management

During the time where planning for tourism is being done. Destinations deal with a large number of stakeholders exerting effects to them. The stakeholder theory gives that chance to touristic destinations. Stakeholder management may be interpreted as a series of actions, which can be taken to arrange a business into a desired structure. In this way, the stakeholders are connected better to businesses and they exert their influence to their strategies and actions. However, stakeholder theory and management can relate to Sustainable Tourism Development. For example, stakeholder management can be adopted to manage destinations so that the best solution to ensure all the stakeholder benefits are supported in an equitable way. In this case, touristic destinations have the difficult task to ensure the introduction of a better cooperation approach, which includes each and every stakeholder. (Theobald, 2005)

Following the course of actions shown by stakeholder management can be mutually beneficial for every stakeholder involved in the strategy to promote growth to a destination. To be more precise, stakeholder management shows the road to promote growth to destinations and through this road the stakeholders are connected better to a destination and exert their influence to it. The stakeholder management theoretical construct can be integrated and structured into a model which conforms with the touristic destination's requirements. More accurately, as for the destinations that promote strategies for Sustainable Tourism Development. It is stated that these destinations are obliged to have certain commitments to people and teams of people that are involved in activities relating to sustainable tourism. Finally, these obligations must be met in an equitable way because there are cultural, ecological and societal dimensions to them. (Theobald, 2005)

6.1 Globalization and the Sustainable Tourism

6.1.1 Globalization, Tourism and Sustainable Tourism

The concept of globalization is often linked to tourism. Globalization summarizes the series of actions or changes that are at work on an international level. Globalization directs in a structure which composes of many parts and every part is reeling in on the other parts of this structure. This structure though goes well beyond the borders of various nations all over the world. In this way, national and local societies are incorporated into a union containing cultural, financial, societal aspects. As well as all the aspects of the societies that are incorporated to each other such as ecological aspects. There are various significant examples about all this. One of them is the global need to pursue a world where Sustainable Development policies are being implemented. (Mowforth and Munt, 2009).

It is acknowledged on an international level that globalization may be a principal factor for the tourism industry. More accurately, globalization goes well beyond the borders of various nations all over the world. It also allows for various bodies, institutions and enterprises such as tourism enterprises to penetrate these borders. For the purpose of expanding activities in sectors such as commerce, politics and tourism.

For this reason, globalization brings a new dynamic to the functioning of enterprises within the tourism industry. However, tourism enterprises influence and are also influenced from globalization. Therefore, tourism enterprises support as well as maintain globalization (Cooper and Hall, 2008). Sustainable Tourism development is also linked to globalization. Ever since Sustainable Development has been adapted as a form of tourism policy. A framework of tools for sustainable tourism has been developed in order to promote the growth of Sustainable Tourism Development globally. The tools for sustainable tourism as presented by the UNWTO and UNEP are analyzed thoroughly in Table 3, which follows after the next sub-chapter of chapter 6. Namely, sub-chapter 6.1.2 which presents the definitions of global tourism and role that hegemony plays in the establishment of tourism on a global scale. The tools of Sustainable Tourism Development are presented and analyzed. But also the relevance of the composition of hegemony to global tourism. (Mason, 2008)

6.1.2 Global Tourism and hegemony

One of the most essential concerns for tourism enterprises all over the world is globalization. The role of globalization and how it affects the tourism industry is further analyzed below through the theoretical construct of hegemony, which plays a vital role in the development of the tourism industry internationally. Globalization allows the free mobility of funds, people and goods across countries, it also allows many institutions and supranational bodies to bypass many limits and legal blocks that exist in between countries. This is why globalization asks for various views and opinions that shape the tourism management, which affects the functions of tourism enterprises on an international scale. However, tourism enterprises may be influenced by globalization, but they also increase as well as preserve the conditions that support the course of globalization (Cooper and Hall, 2008). The tourism industry is separated in many sectors. It has many major businesses that claim a large market share of this industry and only for the year 2006 for example the 10 most preferred tourism destinations amounted for about 50% of this entire market. However, new destinations may claim a larger part of the global tourism market and of course the societal and financial advantages that come with it. (Kotler et al, 2009)

Table 3 / The tools for increasing the Sustainable Tourism Development /2005

Tools of ascertaining the dimensions, quantity, capacity of sustainable tourism through the use of indicators
<ul style="list-style-type: none"> • Recognizing the boundaries of tourism: for alterations being done in a destination, in regard to tourism development and calculating carrying capacity. • Instruments, pointers in the form of an index used to assess the Sustainable Tourism Development as well as environmental monitoring and assessment: in terms of sustainable development the function that is implemented in this way is called benchmarking (e.g. utilizing indicators to do these calculations).
Authoritative and regulating tools
<ul style="list-style-type: none"> • Enacted laws, governmental orders enforced by the rule of law, legal permissions for ownership and actions (e.g. giving permits to tourism enterprises). • Promoting policies through the public sector, which involve various governmental orders for the utilization of land and allowable changes at the landscape (e.g. giving land to entrepreneurs and subsidizing them).
Financial tools
<ul style="list-style-type: none"> • Financial charges and fines (e.g. addressed to travel agents and hotels etc). • Economic factors for motivation and exertion (e.g. to build hotels).
Tools which private businesses are free to choose from since they are performed without legal obligation
<ul style="list-style-type: none"> • Documents which focus on promoting policies under certain standards and regulations illustrating proper practices (e.g. for tourism businesses). • Evaluating, addressing, summarizing as well as stating the context of topics referring to specific destinations (e.g. where there is sustainable tourism). • Confirmation of required characteristics that an organization, asset, legal entity or person must have (e.g. through the verification of legal documents). • Donations, payments (e.g. to support the Sustainable Tourism Development).
Tools used for aid and the maintenance of buildings used for sustainable tourism
<ul style="list-style-type: none"> • Actions measures taken beforehand as well as actions of supervision, control. • Aid provided to NGOs, organizations in order to increase Sustainable Tourism Development (e.g. mostly in developing countries). • Research of the market and giving information to tourism enterprises.

(Mason, 2008)

Table 4 / The Hegemony composition in relation to Global Tourism

Hegemony	Framework	Results	Movements	Relating to Tourism
Political	Public bodies/groups.	Bodies/groups operating on an international level.	Public authorities, private institutions, IMF, UN, EU, WTO-OMT.	Legislation/ Strategies for Tourism.
Cultural	Expansion based on the model of Capitalism/ ecological examples.	Free movement of Capital/Preservation of Environmental resources.	‘Davos’ modeled way of life.	The necessity and requirement to increase Tourism.
Financial	Funds owned by the private sector/Funds owned by the public sector.	Funds operating on global/state/regional level.	WTO-OMT, WB, WTTC, airplane transportation, Tourism enterprises etc.	Tourism Supply.

(Burns and Noveli, 2007)

Hegemony has been interpreted differently through the course of time. The most contemporary interpretation was given Antonio Gramsci, which was an Italian supporter of Marxism. Hegemony mostly has to do with the tools that are put into practice from mainly public organizations, bodies and institutions as well as public authorities. Which aim at convincing other organizations or bodies to acknowledge, as well as accept the lawfulness of a functional structure with various attributes. Those being that this structure is societal, financial as well as political. To be more accurate, this structure is controlled and maintained by an upper level in the hierarchy of a society, thus hegemony is interpreted as a societal factor, where all interrelated parts of society are controlled by an upper level in the societal hierarchy. However, hegemony is also described as societal factor that includes a cultural side, which is connected to the members of academia and scientists that usually support the activities of this upper level in the societal hierarchy. These academics and scientists are usually assisted and collaborate with a various organizations, bodies, universities and the means or channels of communication such as the newspapers, television, radio, magazines, where the wide spreading of data, education as well as entertainment and marketing campaigns. (Burns and Noveli, 2007)

Furthermore, hegemony has also a very financial focus because the upper level of a society's hierarchy exercises their practices with financial strategies that dominate an entire society. Therefore, hegemony includes a financial, political as well as a cultural area. Now the phenomenon of tourism is also connected to concept of hegemony. The composition of the tourism industry can be observed easily in table 4 and connects with concept of globalization. The underdeveloped nations are a significant element of this composition (structure). To be more precise, the hegemonies of nations that are still financially expanding nations. For example follow an adaptive evolution of superficially similar structures, which come together. They also preserve many similarities and differences within the context of the hegemony composition in relation to global tourism. But they also fail to have their structures come together and have many differences as well as structures, which deviate from the structures of other hegemonies. One can notice in table 4 that all three types of hegemonies have been systemized over the course of time. Matching the elements within the context of the hegemonies. Meaning that cultural hegemony affects the way of life as well as the principles of the global economy and international politics, which affects also the conditions of the tourism industry, especially the preferred destinations of this industry. As well as the physical elements in these destinations and the tourism related actions there. These elements and actions involve political groups, bodies, legislation for the stakeholders being implicated in tourism, private funded businesses and associates, tour operators and travel agents. To be more precise, these hegemonies are interrelated. All three types of hegemony provide for one another, but this paved the way for the inequality of influencing forces within the composition of the tourism industry globally to be solidified. (Burns and Noveli, 2007)

Also, these three types of hegemony are contained in an imbricating network in which economic funds are in the possession of suppliers and investors, which operate in the public and private sector. For all the aforementioned reasons, those hegemonies are taking global tourism down to a road that supports their benefits. Following an adaptive evolution of superficially similar structures, which come together or they fail to have their structures come together, but also have many differences as well as structures that deviate from the structures of other hegemonies. From the other side of the spectrum, bodies and organizations operating in the north western hemisphere like for example the World Bank (WB) move in a direction opposite to this historical setting and possess an important extent of influence on an international scale. Organizations like as the European Development Fund, the International Monetary

Fund (IMF) and the WB are implicated with carrying out tourism related programs in nations, which are still financially expanding. In this way, these organizations introduce and support the adoption as well as the implementation of a set of circumstance, which help out investors, particularly circumstances that favor large companies that operate globally. Finally, it is fact that nations that have depended a lot in getting loans from other nations, bodies or banks are usually drawn into agreeing to implement private funded supportive programs for the development of tourism. So, these nations are usually pushed into acquiring revenue and profits by the foreign exchange that takes place within the overall process of the development of tourism. (Burns and Noveli, 2007)

7 The role of Sustainability indicators

Sustainability indicators were introduced in the summit of Rio de Janeiro in 1992. Traditional indicators are widely acknowledged and some of them like GNP showcase only a limited side or a simple part of development. This why another kind of indicators were introduced, in order to better illustrate the interconnectivity of the ecological, societal and financial matters. As well as the partnerships of authorities that support these matters, thus the ‘sustainability indicators’ were introduced and internationally recognized. Furthermore, the part of these sustainability indicators in the wider process of Sustainable Development and Sustainable Tourism Development globally is more complex. The sustainability indicators were introduced in order to:

- **serve the governments, bodies, institutions as a process of testing.** Mainly the regional municipalities of nations utilize these indicators. They address the public, private and tourism sector in general. Moreover, the host communities of tourism destinations have taken part in establishing these indicators. Although these indicators have not been adopted by the Association of the Caribbean states’ (islands) zone that deals with sustainable tourism. They have constructed and adopted their own kind of indicators.
- **calculate the growth or decrease of a state’s economy.** The measurements that are done with the sustainability indicators involve the ecological, cultural, entertainment and societal conditions. While for example GNP deals only with the economy. The sustainability indicators implicate these conditions. (Mowforth and Munt, 2009)

8.1 The European Union and Sustainable Tourism

8.1.1 The European Union and Tourism

Tourism holds the place of a set of significant financial actions as well as process within the overall context of the EU's policies, strategies and programs. Due to its support as a significant factor in:

- the creation of jobs as well as financial expansion,
- the societal and financial incorporation within agricultural, outer suburbs and regions with financial problems as well as in stimulation of development. (European Commission-Eurostat, 2012)

8.1.1.1 Utilizing statistical information

Statistical data in tourism are utilized to observe the:

- legislation for tourism,
- sustainability as well as legislation and strategies for local areas. (European Commission-Eurostat, 2012)

8.1.1.2 Gathering tourism statistical data – a chronological review

- In 1995, the Council of the European Union took and followed a set of laws about tourism statistical data gathering. More specifically, the Council Directive 95/57/EC demanded from each EU member to state the support to day-to-day and tourism related research.
- Alterations and improvements were made for the EU expansion as well as in current transitions and differentiations at the tourism industry in 2004 as well as in 2006.
- In 2011, the Council of the European Union as well as the European parliament took and followed the regulation about tourism statistical data in the EU, but also revoked the set of laws 95/57/EC promoted by the Council

during 2012 and afterwards. This was the regulation with the number 692/2011.

- The EC took and followed the regulation with the number 1051/2011 and carried out this regulation with the number 692/2011. It was introduced by the Council of the EU and the European parliament and is about tourism statistical data. This also relates to the formal accounts about the quality as well as broadcasting of the tourism statistical data. The definition of what the EC stands for and the general part that it plays. As well as the part it plays in promoting Sustainable Tourism Development in the EU. It is further described in the next sub-chapter of chapter 8 of this thesis. (European Commission-Eurostat, 2012)

8.1.2 The European Commission's policies, initiatives and programs for the Sustainable Tourism Development in the EU

The EC holds the position of the head of the structure of the institutions of the EU. As head of the EU structure, it defends the position of the EU in all matters that require the EU's attention. The EC ensures that the member states of the EU receive all the proper benefits. The EC is stationed at the city of Brussels, which is situated at the EU member state of Belgium and the EC's activities also take place in Luxemburg. There are delegacies of the EC in every nation, which is part of the EU. The divisions of the EC are called Directorate Generals (DGs) and each DG stands for specific EU policy section. The duties of the EC include to:

- establish goals as well as point to the issues that require precedence,
- present EU directives to the Council of the European Union and the European Parliament,
- administrate as well as carry out the whole process of the European Budget and the EU policies,
- ensure the observance of the EU member states as well as their obedience to the EU legislation along with the Court of Justice of the European Union,
- stand for the EU matters. In other words, the EC promotes international agreements in matters that hold great interest for the EU such as commerce. (European Commission, 2010)

The EC introduced the Agenda 21 for sustainable tourism at the EU. Published as the article “COM(2007) 621final”. This EU Agenda promotes the fundamental standards, which assist in inducing the growth of sustainable tourism. More accurately, the EC promoted the Agenda 21 for the EU since 2007, which aims at promoting financial wellness and a state of fairness as well as unity in society for people and businesses, but also to safeguard ecological and cultural values (EUR – Lex, 2007). Furthermore, The EC promotes many policies for sustainable tourism through programs with the goal to:

- increase common work at a transnational level as far as the Sustainable Tourism Development is concerned,
- promoting cooperation for businesses even to the regional and local level,
- inducing tourism development by investing on a variety of sustainable development related goods and services.

During 2012, the EC promoted 7 international programs which are to be supported economically as well. These programs were implemented in around 18 months from April until May of the year 2013. Table 5 below contains all the programs set out by the EC, not only in EU area, but also in next nations on the way to full membership in the Union. These programs have been operating since April 2013 and are promoting Sustainable Tourism Development at the nations which are EU members (European Commission Enterprise and Industry Directorate-General- Service Industries Tourism Policy, 2013). The Lisbon Treaty also showcases the article 195 (see Appendix VII) to promote more ideal circumstances for tourism and trade information on courses of action for tourism (Ehrlich, 2011). Furthermore, in 2010 the European Charter for reliable as well as sustainable tourism in endangered locations (see Appendix VI) was introduced. However, this Charter is not applicable yet to every endangered location in the EU. There are only 119 of these locations that took part in the Charter. It aims at bringing all the participating stakeholders in tourism to work under certain standards and aims, in order to achieve Sustainable Tourism Development. But only in the countries that are willing to participate in the European Charter and accept the standards of the Charter (EUROPARC, 2010).

Table 5 / Programmes by the EC / Table by EC

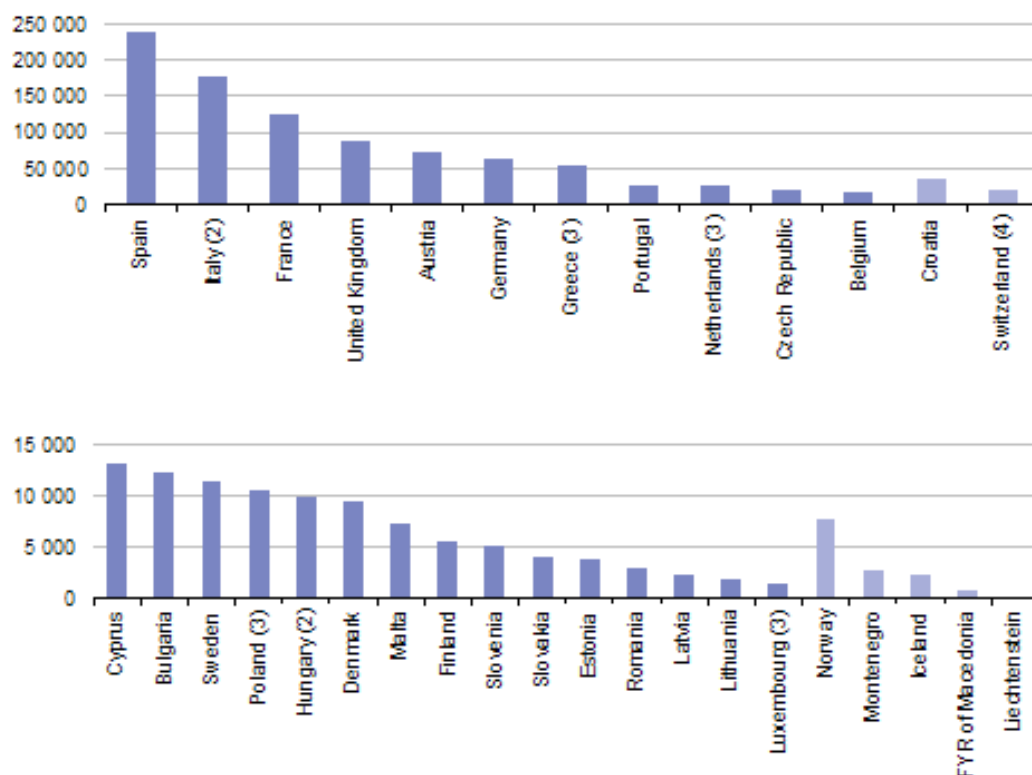
Programmes by the EC	
Limoges (France)	CERA-DEST - Ceramic destinations for sustainable tourism
Barcelona Province Council (Spain)	EUquus - Equestrian tourism routes in Europe
Fundación de los Ferrocarriles Españoles (Spain)	Greenways product
Communauté d'agglomération du Puy-en-Velay (France)	The Saint James Ways as a mean of European sustainable tourism development (LOCI IACOBI 2)
Municipality of Bullas, Murcia (Spain)	SECRET WINE TOURS - Discover the hidden charms of Europe
Venice (Italy)	Venetian Routes:Enhancing a shared European multi-cultural sustainable Tourism (VeRoTour)
EXIT TIM DOO, Private Limited Company (Serbia)	"WBAADT" – Western Balkan Adventure and Discovery Tour

(European Commission Enterprise and Industry Directorate-General- Service Industries Tourism Policy, 2013)

8.1.3 The European Commission's tables and data on Tourism and European competitiveness

The data of the EC for the competitiveness of tourism in the EU can be observed in Tables 6, 7 and 8. These data offer information about the competitiveness of tourism in the EU. The comments for these Tables are in the conclusions where overall discussion over the findings and the data illustrated in this thesis takes place.

Table 6 / 2011 / Preferred destinations – stays of visitors overnight within joint rooms/housing for tourists / Tourists staying 1 000 times overnight in a nation (non-permanent habitants)



(1) Note the differences in the scales employed between the two parts of the figure; Ireland, not available

(2) Provisional.

(3) Estimate based on monthly data.

(4) Includes only nights spent in hotels and similar establishments.

Source: Eurostat (online data codes: tour_ooc_ninat and tour_ooc_nim)

(Eurostat, 2012)

Table 7 / 2011 / The Ten most preferred destinations / stays of visitors overnight within joint rooms/housing for tourists / Tourists staying 1 000 times overnight in a nation (non-permanent habitants)

	Nights in country	Share (%)
EU-27 (2)	1 030 114	100.0
Top 10	894 633	86.8
1 Spain	239 371	23.2
2 Italy	178 005	17.3
3 France	122 963	11.9
4 United Kingdom	87 994	8.5
5 Austria	73 647	7.1
6 Germany	63 081	6.1
7 Greece (3)	54 444	5.3
8 Portugal	27 860	2.7
9 Netherlands (3)	27 843	2.7
10 Czech Republic	19 425	1.9

(1) Ireland, not available.

(2) Estimate made for the purpose of this publication, based on annual and monthly data.

(3) Estimate based on monthly data.

Source: Eurostat (online data codes: tour_occ_ninat and tour_occ_nim)

(Eurostat, 2012)

Table 8 / 2001-2011 / Arrivals, money spending, returns from 2001 to 2011

	Receipts				Expenditure			
	(EUR million)			Relative to GDP, 2011 (%)	(EUR million)			Relative to GDP, 2011 (%)
	2001	2006	2011		2001	2006	2011	
EU-27 (1)	:	71 770	85 016	0.7	:	87 933	89 578	0.7
Belgium	:	8 199	8 127	2.2	:	12 372	16 055	4.3
Bulgaria	1 088	2 064	2 852	7.4	512	1 174	960	2.5
Czech Republic	3 468	4 690	5 484	3.5	1 550	2 194	3 279	2.1
Denmark	4 482	4 434	4 442	1.9	5 435	5 968	7 116	3.0
Germany	20 164	26 124	27 903	1.1	57 985	58 895	60 596	2.3
Estonia	569	811	897	5.6	214	464	554	3.5
Ireland	3 144	4 258	3 336	2.1	3 494	5 446	5 543	3.5
Greece	10 246	11 357	10 505	5.0	4 663	2 383	2 266	1.1
Spain	34 222	40 715	43 026	4.0	7 296	13 266	12 423	1.2
France	33 679	36 912	38 682	1.9	20 055	25 965	29 922	1.5
Italy	28 959	30 335	30 878	2.0	16 539	18 366	20 709	1.3
Cyprus	2 240	1 882	1 809	10.2	478	768	868	4.9
Latvia	134	384	551	2.7	250	563	547	2.7
Lithuania	428	824	966	3.1	244	722	571	1.9
Luxembourg	2 138	2 891	3 258	7.6	1 637	2 493	2 707	6.4
Hungary	4 204	3 393	4 028	4.0	1 624	1 503	1 780	1.8
Malta	628	607	909	14.0	202	253	235	3.6
Netherlands	7 505	9 037	10 378	1.7	13 417	13 560	14 748	2.4
Austria	11 046	13 255	14 267	4.7	7 366	7 641	7 531	2.5
Poland	5 190	5 752	7 647	2.1	3 904	5 751	5 741	1.6
Portugal	6 125	6 672	8 146	4.8	2 363	2 658	2 974	1.7
Romania	404	1 032	1 019	0.7	501	1 032	1 409	1.0
Slovenia	1 102	1 555	1 945	5.4	600	772	828	2.3
Slovakia	1 051	1 208	1 803	2.6	658	842	1 609	2.3
Finland	1 609	1 891	2 768	1.5	2 070	2 723	3 432	1.8
Sweden	4 771	7 251	9 967	2.6	7 736	9 167	11 374	2.9
United Kingdom	21 082	27 581	25 792	1.5	42 414	50 300	36 275	2.1
Iceland	259	381	504	5.0	415	857	528	5.2
Norway (2)	2 157	2 866	2 909	1.1	4 787	9 197	8 871	3.3
Switzerland (3)		8 611	11 307	2.7		7 347	8 422	2.0
Croatia	:	6 264	6 590	14.7	:	584	632	1.4
Turkey (3)	9 033	13 422	15 695	2.9	1 941	2 185	3 640	0.7
Japan (3)	3 697	6 750	9 967	0.2	29 598	21 424	21 041	0.5
United States (3)	102 638	88 625	101 717	0.9	71 113	62 486	62 379	0.6

(1) Extra EU-27 flows.

(2) 2009 instead of 2011.

(3) 2010 instead of 2011.

Source: Eurostat (online data codes: bop_its_deth, bop_its_det and nama_gdp_c)

(Eurostat, 2012)

9.1 Methodology

The methodology utilized in this thesis refers to survey methods. Upon reading this thesis, one can quickly comprehend the whole composition of the survey that was done. First there is a gathering of data. The process of the survey starts with the acknowledgement of the problem that the survey focuses on. Afterwards, follows the establishment of the aims and the questions for the thesis. When the final draft of the survey is completed. Then the gathering of data is required and the explanation of the meaning as well as the analysis of the data. What follows next is the laying out and interpretation of the findings. All the aforementioned steps concern the whole process of the survey for the thesis. However, the methodology utilized for this thesis can be recognized through the research tools and methods. In this thesis, the survey being done is qualitative. This kind of survey connects closely the whole context of the analyses of the data and problems. Which the thesis focuses on with the series of activities of the survey for the thesis. In this way, qualitative survey is about the gathering and analysis of data. It involves the development of theoretical models, plans and descriptions of hypothetical structures referring to the aims of the thesis and the solution set for the problem that were all raised in the thesis. (Hsu et al., 2008)

9.2 Research aims

The goal of this thesis is to investigate the intersection between trends in the global, financial, political and cultural milieu on the one hand. But also on the other hand to investigate the tourism industry and how it connects with globalization as well as globalization related concepts like hegemony. To research also how globalization connects to the Sustainable Tourism Development in the EU, which is an international union of nations. The EU serves as an example of the success of globalization. It is a union of nations that has leaned towards an incorporation on a political, ecological, financial, societal and even on a cultural level. After all, globalization directs in an international structure, which composes of many parts and every part is reeling in on the other parts of this structure. This structure though goes well beyond the borders of various nations all over the world. In this case within the borders of the EU. By trends, what is meant here is alignment of the international EU legislation, the

international campaigns and initiatives that aim at the promotion of Sustainable Tourism Development in the EU. There are various supranational bodies and institutions that ensure all these actions.

However, the aims of this thesis are further expressed in a concise form below. In other words, the aims of this survey are:

- to investigate the link between the tourism industry and the concept of globalization. Whether tourism assists the globalization process and how tourism is integrated into this process. This research aim helps to better comprehend if globalization raises the competitiveness of tourism and through this survey. It is made clear, if there are any negative aspects as well when globalization is linked to tourism,
- to research whether improper policies on a national and regional scale could potentially pave the way for development of negative effects on the growth of tourism,
- to investigate whether sustainable tourism as a policy for tourism, also incorporates tourism in a state of equilibrium with other areas (politics etc) and aims wider financial development,
- to find and analyze credible information on whether tourism development affects other EU policy areas such as maritime policy, regional policy, social policy. But also if tourism affects sustainability, job creation, rural development in the EU,
- to investigate if tourism promotes job creation, growth and other substantial EU objectives such as regional and social cohesion, EU citizenship, Sustainable Development,
- to research whether the in the absence of appropriate governance, the disputes among national governments and host regional communities about policies for business development and tourism business development. May have a negative effect on a regional level as far as tourism growth is concerned,
- to investigate if article 195 of the Lisbon Treaty promotes a new authority and ability for the EU in the tourism sector,
- to find and analyze credible information on whether the European Charter for sustainable tourism in protected areas promotes development on a regional

level. As well as increases the implication of local stakeholders in sustainability policy.

9.3 Gathering data methods

Having established above that the methodology which is utilized in this thesis is qualitative. The next step is to state the methods of gathering data that are being used, which are primary and secondary survey. More accurately, primary survey utilizes data which are gathered in particular to give a correct response to the research questions set in the thesis. Secondary survey refers to the utilization of data, which had been for other reasons collected in the past. These data are called secondary data and have been made accessible from inner and outer secondary data. Meaning that inner data come for example from an institution, body, organization and the outer data from outside of all that. However, secondary data are utilized in this thesis due to their connection to the topic of the survey.

9.4 Design of survey tools

The survey for this thesis is done however by utilizing research tools such as questionnaires. To be more accurate, the survey and the gathering of data in the thesis is done via qualitative survey as it is mentioned before. First of all, the questionnaires in this survey are formulated in a way that they would match the specific knowledge, daily schedule and expertise of all the respondents. The entire survey for primary data is done by separating the research questions into questionnaire types 1, 2 and 3. Thus, posing no difficulty for the readers of the thesis to comprehend the survey methods and composition of the research. However, questionnaire type 1 is formulated in a way that it measures perceptions over a closed sentence. The respondent 1 in this case had to state whether or not he or she disagrees, agrees with the statement in each closed sentence (question). For this reason and in order to get a wide range of information on globalization, tourism and Sustainable Development. But also about the policies of the EU for tourism and more specifically the EC policies for sustainable tourism. The type 1 questionnaire was designed with a 5-point scale.

Each part of this scale represents an answer. Scale 1 indicates the answer of “strongly disagree”, scale 2 indicates the answer of “disagree”, scale 3 indicates the answer of “agree”, scale 4 indicates the answer of “strongly agree” and scale 5 indicates the answer of “I don’t know” (my position on this statement is neutral). Furthermore, questionnaire type 1 contains 8 closed sentences (questions) on its second part with questions. Almost half of the questions from second part of questionnaire type 1 match the questions from questionnaire type 2 and the other half from type 3 respectively. This matter is elaborated more in the next sub-chapter. Of note here is the fact that questionnaire type 1 addresses only one respondent, in this case respondent 1. It is a known fact that scales like the Likert scale are used more in quantitative survey. However, due to the lack of time and because of the heavy work schedule of respondent 1. An agreement was made to answer a questionnaire in the form of questionnaire type 1. Because of these reasons and to provide a large amount of primary data for the survey. The significance of respondent 1 and the rest of the reasons on why he or she had to provide information in this way will be further discussed at the 9.5 sub-chapter after the current sub-chapter. Questionnaire types 2 and 3 were addressed to 4 more respondents. The form of these questionnaire types is typically the one utilized in qualitative survey in order to gather primary data. Questionnaire type 2 contains 5 questions that are open questions and provide explanatory and depictive data. It was addressed to respondents 2, 3 and 4. Questionnaire type 3 contains 5 questions that were addressed to respondent 5 and provides the same kind of data. As well as has the same form as the questionnaires of type 2.

Qualitative survey after all involves the development of theoretical models, plans and descriptions of hypothetical structures referring to the aims of the thesis and the solution set for the problem that were all raised in the thesis. Research through the use of the internet was done with the respondents 1, 2, 3 and 5 due to the busy daily schedule and the absence of resources such as money. But the respondent 4 was addressed with the type 2 questionnaire and agreed to answer the questionnaire through a telephone interview. The respondent 4 had some health issues, which prevented him from answering the questionnaire and utilizing the internet to return it by E-mail. Telephone interviews are after all a known method being utilized in qualitative survey. The formulation of the survey sample is further discussed below.

9.5 Design of research sample

The survey sample was formulated in such a manner that it supports science, promotes knowledge and the surveys the research aims of the thesis. First of all, the respondent 1 is the policy officer of a supranational body responsible for many strategies, initiatives and promotion of international laws for tourism and policies for Sustainable Tourism Development (see Appendix I) for the entire EU. The first part of every questionnaire type contains the personal details of each respondent. Meaning that their position and the organization they work for is stated. Therefore, respondent 1 provided a wider variety of information with questionnaire type 1. The 8 questions that were addressed to respondent 1 are about financial growth, tourism, competitiveness, globalization, Sustainable Tourism Development, EU and EC policies for tourism. Though 2 questions of the 8 questions refer European Charter for sustainable tourism and on whether tourism development affects other EU policy areas such as maritime policy, regional policy, social policy. But also if tourism affects sustainability, job creation etc. Those questions are very significant and that is why they are included in every questionnaire type. Respondent 2 is the national expert for all the countries of the EU and works for the same supranational body as respondent 1 (see Appendix II).

However, the respondent 2 is not the policy officer for tourism of that specific supranational body, so his knowledge and expertise were more limited. Though valuable for this survey due to respondent's opinion and knowledge as far as the research aims are concerned. Respondents 2, 3 and 4 work for educational institutions and are experts in the tourism industry and in sustainable tourism. They provided a lot of primary data with through their expertness since they were addressed with the questionnaire type 2 which focuses mostly on globalization, tourism, the economy of countries of the EU with tourism development, the competitiveness of the tourism industry and Sustainable Tourism Development. However, the respondents 2, 3 and 4 are not experts on EU legislation and policy, but they are experts on the EU and EC policies for tourism and sustainable tourism. This was the reason why they were addressed with questionnaire type 2. Last was the respondent 5. He works for an educational institution. Answers were provided by the respondent 5 through the questionnaire type 3, which focuses on the EU and EC policies for tourism.

The reason for addressing the respondent 5 with the questionnaire type 3 was the respondent's expertness in European policies (see Appendix V). That was also the reason why the questions of questionnaire type 3 match half of the questions of the questionnaire type 1. Those were the questions about the EU and EC policies for tourism and sustainable tourism. Thus, a more complete research sample was created with half of the questions from second part of questionnaire type 1 matching the questions from questionnaire type 2 and the other half from type 3 respectively. In this way, answers were given for all questions from more than one respondent. Thus allowing to do comparisons between the answers of the respondents and come to certain conclusions. The formulation and size of the research sample and the survey methods were done in this manner. As it was mentioned before, due to the significance of the respondent 1. As well as for other reasons that were discussed in the previous subchapter.

9.6 Limitations

The sampling is a matter to be considered in this thesis. What was possible in thesis was the gathering of data from 5 respondents because of shortage in time and financial means. For this reason, the survey sample is relatively small with only 5 respondents. However, these respondents remain outstanding professionals and experts in the tourism sector and in the field of Sustainable Tourism Development. The organizations, supranational institutions, bodies that they work or associate themselves with (see Appendices I-V) are directly linked to the topic of this thesis. Therefore, their expertise was crucial and significant for finishing the research for this thesis. The size and number of questions that are in the questionnaires that were sent to them were appropriate given the daily heavy schedule of the respondents. The rest of the reasons for sending the questionnaire types 1,2 and 3 in their specific form are already given in the sub-chapters of chapter 9, which are the 9.4 and 9.5. The expertise of the respondents is sufficient and accurate for this survey and the answers that they provided are directly connected to the research questions of the thesis. These are of course the information from the primary data. Finally, the information that was drawn from secondary data is not sufficient to provide credible answers in relation to the research aims.

10. Findings

This chapter presents the findings that were drawn from the survey sample. Whereas in chapter 11, which is the next chapter. The findings and the effects that they have on globalization, the economy, on competitiveness of the tourism industry, on policies for Sustainable Tourism Development are interpreted. The analysis done in these chapters also depicts, whether or not some of the aforementioned concepts have any impact on each other. However, the findings of the survey sample are connected with each of the research aims of the thesis. In this way, the findings of this survey are:

- a) For the question of investigating the link between the tourism industry and the concept of globalization. Whether tourism assists the globalization process and how tourism is integrated into this process. The respondent 1 ‘strongly agrees’ with this statement (statement 2 of the questions 1.1 in questionnaire type 1). So there is no doubt that this statement is correct according to the respondent 1. In questionnaire type 2, for question 2.1 the respondent 2 agrees also and states that the contemporary concept of tourism is an interconnected field. That globalization is a long term challenge as far the tourism is concerned. It concerns actions that involve financial, societal and ecological factors as well as sustainability. The respondent 2 also states that the tourism industry is separated yet united through it’s activities sector. Stating that most countries outside the EU must do more in order to offer high quality tourism services. As well as a more sustainable and reliable tourism sector. But also that the competitiveness of any sector now relies a lot on networking, clustering, transnational cooperation etc. The respondent 3 agrees also and states that the tourism industry is a part of the global market and therefore a piece of the concept of globalization itself. Thus leading to all the negative and positive effects. He also states that tourism concerns actions that involve financial, societal, political and ecological factors. Furthermore, the respondent 4 says that according to his knowledge. Tourism is incorporated in the globalization process and it implicates financial, political, societal, cultural and ecological factors. However, he says that in his experience the financial aspect of tourism overcomes in most cases, either regional or on a national level, the need to protect the cultural, natural heritage of a destination. Thus, it is important to

promote globally the concept of Sustainable Tourism Development. This question is not included in questionnaire type 3 (see Appendix V).

- b) For the question of researching whether improper policies on a national and regional scale could potentially pave the way for development of negative effects on the growth of tourism. The respondent 1 answered that he or she ‘agrees’ with this statement, but not “strongly agrees”. Meaning that tourism growth not only relies on the negative effects of improper policies, but there are also other factors that have a positive or negative effect on tourism. Respondent 2 states that indeed improper measures taken by policies could have negative effects. Such as negative financial effects, for example a reduction in turnovers, a decrease in development which might stop the development of tourism and of the value chain. Respondent 2 states further that there might be societal effects such an increase in unemployment and negative effects on environmental tourism. Respondent 3 agrees as well and says that regional and national strategies are not usually developed by bearing in mind the concept of Sustainable Development. Thus creating negative effects on tourism. Respondent 3 also talks about the fact that these kind of strategies and policies are non-existing in several nations around the world and the tourism sector is usually neglected. In this way also, the competitiveness of the tourism drops. Respondent 4 agrees also and says that indeed improper policies pave the way for negative effects on the growth and development of tourism. Negative effects such as pollution, noise pollution, biodiversity loss and the negative effect that tourism has on the phenomenon of climate change.
- c) For the question on whether Sustainable Tourism Development is a policy for tourism, but also incorporates tourism in a state of equilibrium with other areas aiming at wider financial development. Respondent 1 “strongly agrees” with this sentence. Of note here is that this statement from questionnaire type 1 is the first of the questions 1.1 and matches the question 2.3 from questionnaire type 2. In fact the whole question was rephrased to match the needs of the research. The term financial development is mentioned there as economic growth. Respondent 2 agrees and says that the tourism sector and the national authorities have to always come to an agreement on using sustainable policies in tourism. Says also that sustainability promotes the wider financial development, drawing private enterprise investments etc. Respondent 3 agrees and says that indeed tourism following sustainable practices contributes to

welfare and therefore economic growth. Also states at the present time, the development of tourism is generally not very stable. Respondent 4 agrees partially and that tourism that operates under the standards of Sustainable Development is called sustainable tourism. Which functions around 3 areas, the political, societal and financial areas. Therefore, it does promote a wider financial development, but only as part of the 3 areas of Sustainable Development.

- d) As far as the question on finding and analyzing credible information on whether tourism development affects other EU policy areas. But also if tourism affects sustainability, job creation, rural in the EU. The respondent 1 “strongly agrees” with this statement (question) and acknowledges that tourism plays that role for all the aforementioned. Respondent 2 agrees also and says that this is the slogan for the Europe2020 strategy as well as a main goal of the Lisbon Treaty. Stating that this is the within EU’s new authority and responsibility. In order to boost the tourism industry’s competitiveness by coordinating the policy for tourism among the EU member states. However, respondent 2 also states that it is difficult to assess whether tourism affects other policy areas in the EU. Due to the scattered composition of the tourism in the EU countries. Governments still also have their own tourism policies in the EU. Saying that the EU competences for tourism are direct, but also indirect. Tourism isn’t thought a priority goal for the Economic EU Funds. Thus, it is hard to draw data about the effects on other policy areas. The respondent 3 also agrees with this statement (question) and says that this also applies in the nations of the EU. Respondent 4 agrees with the statement as the respondent 1 for this question, but adds that tourism promotes job creation, development. Also affects and is affected by other policy areas. He states that Sustainable Development is applicable to other fields than just tourism. On the other hand, respondent 5 states that tourism does promote job creation and growth, but adds that both have a tendency to be quite seasonal and rely mostly on international circumstances as well as financial trends globally. He says that tourism has a direct effect on financial policy, but is linked indirectly to social policies. Generalizing that tourism globally produces significant income. Adding finally that there are EU programs for touristic infrastructure development, thus increasing the possibilities of generating effects towards other policy areas.

- e) For the question concerning the investigation of whether tourism promotes job creation, growth and other substantial EU objectives etc. Respondent 1 “strongly agrees” with the statement (question). Respondent 5 says that indeed tourism promotes other key EU objectives. Claiming that for example an important number of tourists travel from EU country to another. Thus, supporting and strengthening the EU standard of free movement. Respondent 5 also states that tourism also reinforces intercultural relations as well cooperation in other fields.
- f) For the question on about the absence of appropriate governance, the disputes between national governments and host regional communities about policies may have a negative effect on tourism growth etc. The respondent 1 “agrees” with the statement (question), but not “strongly agrees”. Meaning that absence of governance or disputes among national authorities and host communities could result in negative effects on tourism development, but there are also other factors that have affect effect the development of tourism at the same time. Respondent 3 states that there is always the potential for dispute among national authorities and host communities, which might indeed generate negative effects on tourism development. He also says that it is a frequent phenomenon for regional authorities to implement their own strategies and policies for tourism development, which usually is successful. Relying on the competitive advantages of their own region and cooperating with host communities and relevant stakeholders.
- g) For the question in order to investigate if article 195 of the Lisbon Treaty promotes a new authority and ability for the EU in the tourism sector. Respondent 1 “strongly agrees” with this statement (question). Meaning that according to the knowledge of the respondent, there is no doubt about the effectiveness of article 195. The respondent 5 also agrees and claims that there must be a front policy for tourism by the EU. Stating that reinforces the position of the tourists, but aims at the improvement of internal tourism. Claims also that this relies on the degree of acceptance of this policy by the EU countries.
- h) For the question in order to research about the implementation of the European Charter for sustainable tourism. The respondent 1 “agrees” with this statement (question). Meaning that there are factors that affect his opinion and didn’t

“strongly agree”. Respondent 2 agrees and claims that sustainability has 3 perspectives. Meaning the financial, societal and ecological perspectives. Claiming that these perspectives must be incorporated into the national and EU tourism policies. Stating also that the European Charter is a significant instrument to promote information and sustainability standards to the European countries. Respondent 3 agrees as well and says that Charters promote knowledge and discussion. Claiming that sustainable tourism includes the cooperation of local stakeholders. But also that this Charter is a voluntary agreement and promotes its objectives and practices, which possibly lead to job creation etc. Respondent 4 also agrees with this statement about the European Charter and states that the Charter does promote objectives mentioned in the research aim (question) e.g. development, sustainability, job creation. However, insists that the primary goals of the Charter focus on sustainability. Respondent 5 agrees also and claims that the implication of local stakeholders is practical. Thus, allowing to design and promote policies across regions and nations. Claiming the host communities can utilize the comparative advantages to draw investments for sustainable tourism.

11. Interpretation of the findings

- The findings on part (a) of chapter 7 above show that respondents 1, 2, 3 and agreed on the question. So, the result of the survey in this research aim is that tourism is incorporated in the globalization process through various factors. Thus it is a piece of globalization itself and with all the positive and negative effects. Therefore, globalization does raise the competitiveness of tourism as a more reliable, interconnected and sustainable tourism sector. The opinions of the respondents come to this conclusion. However, each respondent had his own remarks to add at each research aim, besides the parts that their opinions are the same. As it done with every research aim.
- The findings on part (b) show that the respondents 1, 2, 3 and 4 mainly all agree on matter of the improper policies could have negative effects on tourism. Additional respondent remarks about this aim are at chapter 10.

- The findings on part (c) illustrate that sustainable tourism could promote a wider financial development, but only if this development coincides with the same kind of development at the ecological, political areas of Sustainable Development.
- The findings on part (d) indicate that tourism affects other EU policy areas directly or indirectly. But also promotes job creation, rural development in the EU etc. Additional respondent remarks about this aim are on chapter 10.
- The findings on part (e) show that tourism does promote job creation, growth and other substantial EU objectives. For example an important number of tourists travel from EU country to another. Thus, supporting and strengthening the EU standard of free movement.
- The findings on part (f) illustrate that the absence of governance or disputes among national authorities and host communities could result in negative effects on tourism development. However, other factors that affect tourism development may have an impact on these effects. Additional remarks about this aim are at chapter 10 and 12.
- The findings on part (g) indicate that article 195 of the Lisbon Treaty promotes a new authority and ability for the EU in the tourism sector. As well as a front policy for tourism by the EU
- The findings on part (h) illustrate that the European Charter is an instrument to promote information, development, job creation and sustainability standards to European countries. However, there are factors affecting this fact. Probably to a certain degree. Additional remarks about this aim are at chapter 10 and 12.

12. Conclusion and recommendations

Concluding, globalization is often linked to tourism. Tourism has practically been incorporated internationally at the regional level as well as in international, national legislation and the action-programs for development. Globalization goes well beyond the borders of various nations all over the world. It also allows for various bodies, institutions and enterprises such as tourism enterprises to penetrate these borders. There are also ecological, societal-cultural and financial effects of tourism (chapter 3). Tourism enterprises and all related stakeholders influence and also are influenced by globalization. Therefore, all of them support as well as maintain globalization. After all, the growth of global tourism have been very stable as seen in Table 1. Sustainable Tourism development is also linked to globalization. Ever since Sustainable Development has been adapted as a form of tourism policy. Sustainable tourism was developed to address all types, divisions of tourism mentioned in chapter 3, but also aiming at increasing the financial gains of the tourism industry by utilizing the tools in Table 3 and sustainability indicators.

The EU acting as a union of countries, not as sole nations. Has several fields in agreement. To pass similar laws for commerce, education, rural development and tourism. EU supranational institutions are responsible for several productive sectors within the union, thus they function according to EU laws. As it seen in Table 6, Spain, Italy, France and the UK have had more stays of visitors overnight than other countries for 2011. Table 7 illustrates that the most preferred destinations for 2011 were Spain, Italy, France, UK as well, while Austria, Germany, Greece shortly follow after with others. For 2001-2011, France, Spain and Germany had the most arrivals and money spending from tourists and returns. Therefore, most EU nations receive a lot returns from tourism. More recently, the EU included for the first time legislation for tourism in a Treaty. Namely, the article 195.

The EU and tourism both are linked to the concept of hegemony. Having a structure controlled and maintained by an upper level in the hierarchy of society like the EU. Cultural hegemony affects the way of life as well as the principles of the global economy and international politics affect also the conditions of the tourism industry. Since globalization is linked also to hegemony. It is another proof of the interconnectivity among tourism, the EU and globalization. The EU as a supranational

composition follows the MDGs and introduced the Agenda 21 for sustainable tourism for the EU since 2007 as well as certain programs (Table 5).

The findings illustrate that tourism is incorporated in the globalization process through various factors. Globalization does raise the competitiveness of tourism as a more reliable, interconnected and sustainable tourism sector. Which could promote financial development, but only if this development coincides with the aspects of Sustainable Development. Tourism also affects other EU policy areas directly or indirectly and promotes job creation, growth and other substantial EU objectives. Thus the EU and tourism are pieces of globalization itself and with all the positive and negative effects. The findings show that problems such as improper policies, absence of governance or disputes among national authorities and host communities could result in negative effects on tourism development.

In the findings also, the factors that might affect the results could be the popularity of a destination for (f) or the habits and limited awareness for sustainability of a host community. The role of the EU is big in promoting tourism and sustainable tourism in the EU, but that can't happen without the interconnection and cooperation of all related stakeholders. In the future, the EU could include sustainable tourism in a new treaty for all EU countries, but that has to take place according to the policy instruments for sustainable tourism in sub-chapter 3.1.3. Introduce more action-programs. However, new European Charters could promote more knowledge to a national as well to a regional scale. Finally, along with them. The EC could do conferences at various destinations in the EU to illustrate the arguments in favor of sustainable tourism, which are in sub-chapter 3.1.4.

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14. Appendices

I. Appendix-Source-Unit of Tourism of DG of Enterprise and Industry, EC, Belgium/Questionnaire type 1/Respondent 1

SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION

M.SC. IN SUSTAINABLE DEVELOPMENT/SUSTAINABLE TOURISM STREAM

The questionnaire that you hold in your hands was created under research dissertation for the M.Sc. in Sustainable Development/Sustainable Tourism Stream of the International Hellenic University. The purpose of this questionnaire is to investigate the intersection between trends in the global, cultural, economic and political milieu on the one hand, and the tourism industry in developing as well developed countries in the European Union (EU) on the other. Focusing on the political and economic union of the EU is critical, since the EU is one of the world's most important global players.

Short definition: Globally, the tourism economic sector is regarded as one avenue for boosting socioeconomic development. In developed countries, attempts are often made to convert former industrial areas and impoverished rural areas to a tourism economy in order to overcome structural decay. Developing countries also follow this trend in stressing the importance of tourism, assuming it can boost national development. Yet contemporary tourism is an economic, cultural and social activity is embedded in the globalization process.

Your answers are very important for my research and help us to understand more about the concept of globalization and its substantial impacts on tourism development processes in the EU. Participation in this survey is purely voluntary. Thank you very much for your participation!

The questions on the second part in this questionnaire are found in 5-point scale. The ends of each scale, i.e. 1 to 4 reflect two opposite concepts while N represents neutrality (not knowing). **Please pick your answer by noting an [X] at the box of the number that represents your answer.**

0. About you

Question 0.1

How old are you?				
<30	30-39	40-49	50-59	>60
	X			

Question 0.2

How many years have you been working for NGO/GO/Company/Institution/Body?			
<1	1-3	3-10	>10
		<u>x</u>	

Question 0.3

What is your function inside the NGO/GO/Company/Institution/Body ?

Which unit do you work for ? (2-3 lines approx.)

Policy Officer, Tourism Policy Unit, EC

1. About Globalization, Tourism and Sustainable Tourism Development.

Key: 1 – strongly disagree; 2 – disagree; 3 – agree; 4 – strongly agree; N – I don't know;

Questions 1.1

Please assess the following sentences according to your view and experience						
		1	2	3	4	N
1	Your organization promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing tourism policies throughout the 27-EU member states.				x	
2	Contemporary tourism is an economic, cultural and social activity embedded in the globalization process.			x		

2. The EU policies for Tourism, Economic growth, Competitiveness.

Questions 2.1

Please assess the following sentences according to your view and experience						
		1	2	3	4	N
1	Inappropriate policies on the national and regional level lead to negative impacts to the growth and development of tourism.			x		
2	Tourism is more than an economic activity. It contributes of other key EU objectives e.g. economic growth, job creation, SD, social and regional cohesion, protection of natural and cultural heritage, EU citizenship, peaceful relationships etc.				x	

3	The role that tourism plays in generating growth and jobs and its impact on other policy areas ranging from regional policy, diversification of rural economies, maritime policy, sustainability and competitiveness to social policies is widely acknowledged.				x	
4	Lack of proper governance or a clash between a national government and local communities over strategies for the development of tourism could have a negative impact on tourism growth on a regional level.			x		

3. The Policies promoted by the EC for Sustainable Tourism.

Questions 3.1

Please assess the following sentences according to your view and experience						
		1	2	3	4	N
1	The development of sustainable tourism policies could be a useful way of encouraging new forms of business, increasing employment and promoting the conservation of landscapes; in this regard, the application of the European Charter for Sustainable Tourism in Protected Areas represents a referential methodology for local development and a possibility to involve local stakeholders in the definition of sustainability policy.			x		
2	In the Lisbon treaty, title XXII Article 195 TFEU refers mainly to the support of the Union towards the competitiveness of tourism. Introducing and establishing a new competence for the EU upon the tourism sector on a European level. Article 195 TFEU has a positive impact on tourism throughout the EU.				x	

Keywords: European Commission (EC)

Globalization

Sustainable Development (SD)

European Union (EU)

Tourism

II. Appendix-Source-Unit of Tourism of DG of Enterprise and Industry, EC,
Belgium /Questionnaire type 2/Respondent 2

SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION
M.SC. IN SUSTAINABLE DEVELOPMENT/SUSTAINABLE TOURISM
STREAM

The questionnaire that you hold in your hands was created under research dissertation for the M.Sc. in Sustainable Development/Sustainable Tourism Stream of the International Hellenic University. The purpose of this questionnaire is to investigate the intersection between trends in the global, cultural, economic and political milieu on the one hand, and the tourism industry in developing as well developed countries in the European Union (EU) on the other by also using the theory for the sustainable development of tourism that can be found in the international literature. Focusing on the political and economic union of the EU is critical, since the EU is one of the world's most important global players.

Short definition: Globally, the tourism economic sector is regarded as one avenue for boosting socioeconomic development. In developed countries, attempts are often made to convert former industrial areas and impoverished rural areas to a tourism economy in order to overcome structural decay. Developing countries also follow this trend in stressing the importance of tourism, assuming it can boost national development. Yet contemporary tourism is an economic, cultural and social activity is embedded in the globalization process.

Your answers are very important for my research and may help us to understand more about the concept of globalization and its substantial impacts on tourism development processes in the EU. Participation in this survey is purely voluntary. Thank you very much for your participation!

There are 5 questions on the second part of this questionnaire. **Please fill in your answer which relates to your knowledge and experience. Your answer must be strongly supported by arguments.**

1. About you

Question 1.1

How old are you?				
<30	30-39	40-49	50-59	>60
	<u>X</u>			

Question 1.2

How many years have you been working for NGO/GO/Company/Institution/Body?			
<1	1-3	3-10	>10
		<u>X</u>	

Question 1.3

**What is your function inside the NGO/GO/Company/Institution/Body?
Which unit do you work for? (2-3 lines approx.)**

I work in the Tourism Policy Unit, national expert within the Directorate E (Service Industries) in DG Enterprise, European Commission.

I am responsible, among other issues, of the tourism for all (Calypso) and senior initiatives and the coordination of the European Networks on Tourism.

2. Globalization, the European Union, Policies for Economy, Tourism, Sustainable Tourism and Competitiveness

Question 2.1: Would you agree with the statement that contemporary tourism is an economic, cultural and social activity embedded in the globalization process? If so, what are in your opinion the arguments to support this statement. If not, what are the arguments against this statement?

Answer:

Indeed, the globalization is one of the future challenges for tourism. The modern concept of tourism needs to be understood as a cross-cutting sector, gathering a group of activities aiming at the maintenance of an economic, social and environmental sustainability. The interconnectivity of actors, the fragmentation of the sector and the different perspectives of a sustainable, responsible and quality tourism are main examples for this assertion.

Other example: If we take the strong and growing demand from the new middle-class that has been created in tourism emerging countries as Brazil, India, China, Russia, or South Africa, we have to do more and better, sharing common goals and strategies for the benefit of all tourism chain.

The new competitiveness in a globalized era is very linked to Networking, clustering, facilitation of financial instruments from international organizations, transnational cooperation, public and private partnerships, innovation partnerships, etc...

Question 2.2: Would you agree that inappropriate policies on the national and regional level lead to negative impacts as far as the growth and development of tourism is concerned? If so, what are arguments could be made to support this hypothesis?

Answer:

By logic I would say yes, the national or regional policies are the main legal and political instrument to manage and coordinate the implementation of the tourism competences within the Member States.

A national or regional policy should have a clear vision, mission and objectives, a clear mapping of activities according to those objectives and a clear system for performance and evaluation, including a plan for coordination activities within public and private actors in the tourism and cross-cutting sectors, a clear methodology and a clear attribution of roles, timeframes and marketing plan with specific, innovative and market-driven products to enhance the natural and touristic values of the country/region. All those summarized aspects should be planned upon previous studies, market research, destination analysis and a broad previous analysis in order to propose a consistent plan/strategy that will keep the sustainability of the tourism policy for years.

There could be several reasons why an inappropriate measure could have negative impacts:

1. An inappropriate policy could reach to economic impacts, as it leads to a decrease of the turnovers, driving a drop in the in the regional and local developments, blocking the tourism business and all the value chain, to invest in tourism services.
2. It would drive to social impacts as the lack of employment leads to unmotivated workforce with a lack of professionally and quality services
3. Impacts on environmental tourism, such as energy efficiency, are other reasons

Question 2.3: Would you agree that sustainable tourism seeks not just to plan for tourism, but to integrate tourism into a balanced relationship with broader economic development? How would support your position?

Answer: The tourism industry and the national authorities nowadays reach a common consensus on the definition of sustainability as a necessary element of the modern tourism and a real challenge in the planning of the tourism policies and in the implementation of the tourism products and services, involving all the value chain.

Sustainability means that all the value chain should provide an efficient performance and broader economic impact, boosting private business investments, increasing turn

overs. This is pretty much linked with a necessary social inclusion and employment growth in the local areas, and increasing levels of quality, professionalism, competitiveness and local/regional development. Spill-over effects should be taken into consideration as the impact on environmental issues (environmental impact schemes, energy efficiency, low-carbon footprints, recycling services...)

Sustainability is linked to other broad aspects and linked to the wider concept of tourism: quality, competitiveness, connectivity, security, responsibility, accessibility...the managing of those elements should reach to an economic develop, which is the key success factor in the destination managing.

Question 2.4: The development of sustainable tourism policies could be a useful way of encouraging new forms of business, increasing employment and promoting the conservation of landscapes; in this regard, the application of the European Charter for Sustainable Tourism in Protected Areas represents a referential methodology for local development and a possibility to involve local stakeholders in the definition of sustainability policy. Would you agree with this policy? If so, what are your arguments in favor or against this policy?

Answer: As I said above, the sustainability must be seen from 3 different perspectives: economic, social and environmental. This integrated approach will be the main objectives of the European and National tourism Policies.

I am fully convinced that the European Charter for Sustainable Tourism in Protected Areas is a very useful and important information tool to provide common principles on sustainability within the Member States (MS).

Question 2.5: Would you agree that tourism plays a role in generating growth and jobs and it has an impact on other policy areas ranging from regional policy, to diversification of rural economies, maritime policy, sustainability and competitiveness as well as to social policies? Would you say that this statement also applies in the case of EU member states?

Answer: Yes, this is the slogan of the Europe2020 Strategy and the main aim of the Lisbon Treaty, attributing the EU a new competence for tourism contributing to the sector's competitiveness facilitating coordination among MS and easing the environment for tourism enterprises.

The tourism sector is a cross-cutting sector and as it occurs in the EU, the same trend shows evidence in the National Governments since the tourism attribution is very fragmented and coordinated among different public policies.

Just one example: National Statistics Offices could not usually provide the EU with concrete and general data on the overall budget allocated for tourism or any other general statistics on the amount of tourism projects allocated in any of the within EU Financial Funds.

The reason for this is the so direct and indirect competences for tourism within the MS that makes difficult include tourism as a priority investment line in the main Financial EU Funds and even to provide concrete knowledge of the economic and social impacts of the sector.

EUROSTAT provides some figures on a voluntary basis and now the EC is launching a Virtual Tourism Observatory (VTO) to deal with all this aspects and gather data knowledge on tourism in order to provide evidence of the economic and social impacts on national tourism activities

Keywords: **European Union (EU)**
Globalization
Sustainable Development
Tourism
Sustainable Tourism

III. Appendix-Source-Tourism Institute-Faculty of Economics, University Ljubljana, Slovenia/Questionnaire type 2/Respondent 3

SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION

**M.SC. IN SUSTAINABLE DEVELOPMENT/SUSTAINABLE TOURISM
STREAM**

The questionnaire that you hold in your hands was created under research dissertation for the M.Sc. in Sustainable Development/Sustainable Tourism Stream of the International Hellenic University. The purpose of this questionnaire is to investigate the intersection between trends in the global, cultural, economic and political milieu on the one hand, and the tourism industry in developing as well developed countries in the European Union (EU) on the other by also using the theory for the sustainable development of tourism that can be found in the international literature. Focusing on the political and economic union of the EU is critical, since the EU is one of the world's most important global players.

Short definition: Globally, the tourism economic sector is regarded as one avenue for boosting socioeconomic development. In developed countries, attempts are often made to convert former industrial areas and impoverished rural areas to a tourism economy in order to overcome structural decay. Developing countries also follow this trend in stressing the importance of tourism, assuming it can boost national development. Yet contemporary tourism is an economic, cultural and social activity is embedded in the globalization process.

Your answers are very important for my research and may help us to understand more about the concept of globalization and its substantial impacts on tourism development processes in the EU. Participation in this survey is purely voluntary. Thank you very much for your participation!

There are 5 questions on the second part of this questionnaire. **Please fill in your answer which relates to your knowledge and experience. Your answer must be strongly supported by arguments.**

1. About you

Question 1.1

How old are you?				
<30	30-39	40-49	50-59	>60
			<u>X</u>	

Question 1.2

How many years have you been working for NGO/GO/Company/Institution/Body?			
<1	1-3	3-10	>10
			<u>X</u>

Question 1.3

**What is your function inside the NGO/GO/Company/Institution/Body?
Which unit do you work for? (2-3 lines approx.)**

Faculty of Economics, University Ljubljana, professor, head of Tourism Institute
(at the moment also vice dean)

2. Globalization, the European Union, Policies for Economy, Tourism, Sustainable Tourism and Competitiveness

Question 2.1: Would you agree with the statement that contemporary tourism is an economic, cultural and social activity embedded in the globalization process? If so, what are in your opinion the arguments to support this statement. If not, what are the arguments against this statement?

Answer: I fully agree. I also think it is an environmental activity and also has a political dimension.

Arguments to support economic, social and cultural dimension: see data on tourism from the UNWTO or WTTC or national statistics on tourism and business reports from tourism firms, see Life quality indices or Happy Planet Index – plenty of data that can be turned into supporting this thesis.

Arguments to support globalization connection: as you are not providing the understanding of globalization process, for me one of relevant understandings refers to a global market (liberal, capitalistic) mechanism that allocates (distributes) tourism resources/development. In this context tourism is a very part of globalization, it is very much market led (supply and demand), it is happening worldwide in the same manner, producing the same positive and negative impacts.

Question 2.2: Would you agree that inappropriate policies on the national and regional level lead to negative impacts as far as the growth and development of tourism is concerned? If so, what are arguments could be made to support this hypothesis?

Answer: I agree that tourism needs national and regional policy in order to be developed in a sustainable way. I also think that in many countries the policy is not efficient/existing and tourism sector development not given enough attention.

I can also agree with your thesis. Governmental neglect of tourism developments decreases its competitiveness (see WEF Travel & Tourism Competitiveness index on this issue). Another practical illustrations are visas or (public) tourism promotion.

Question 2.3: Would you agree that sustainable tourism seeks not just to plan for tourism, but to integrate tourism into a balanced relationship with broader economic development? How would support your position?

Answer:

I agree with Higgins that at present tourism development in general is alarmingly unsustainable. I also agree that sustainable tourism (the concept) does contribute to welfare, thus it is logically to deduct that it needs to contribute to broader economic development. (See papers on tourism led growth hypothesis and the paper on relation between the country economic development and tourism development that I attach to this mail).

Question 2.4: The development of sustainable tourism policies could be a useful way of encouraging new forms of business, increasing employment and promoting the conservation of landscapes; in this regard, the application of the European Charter for Sustainable Tourism in Protected Areas represents a referential methodology for local development and a possibility to involve local stakeholders in the definition of sustainability policy. Would you agree with this policy? If so, what are your arguments in favor or against this policy?

Answer: Charters contribute to awareness raising and discussion.

By its original meaning, the concept of sustainable tourism needs to build on the participation of local stakeholders.

The Charter is a voluntary agreement and as such it aims to encourage good practice. Implementing best practices certainly can be a possible way towards the goals you mention.

Question 2.5: Would you agree that tourism plays a role in generating growth and jobs and it has an impact on other policy areas ranging from regional policy, to diversification of rural economies, maritime policy, sustainability and competitiveness as well as to social policies? Would you say that this statement also applies in the case of EU member states?

Answer: I agree. This is also a case in EU member countries.

Keywords: **European Union (EU)**

Globalization

Sustainable Development

Tourism

Sustainable Tourism

IV. Appendix-Source-Faculty of Social Sciences- University of Applied Sciences Bremen, Germany/Questionnaire type 2/Respondent 4/Telephone interview

SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION
M.SC. IN SUSTAINABLE DEVELOPMENT/SUSTAINABLE TOURISM
STREAM

The questionnaire that you hold in your hands was created under research dissertation for the M.Sc. in Sustainable Development/Sustainable Tourism Stream of the International Hellenic University. The purpose of this questionnaire is to investigate the intersection between trends in the global, cultural, economic and political milieu on the one hand, and the tourism industry in developing as well developed countries in the European Union (EU) on the other by also using the theory for the sustainable development of tourism that can be found in the international literature. Focusing on the political and economic union of the EU is critical, since the EU is one of the world's most important global players.

Short definition: Globally, the tourism economic sector is regarded as one avenue for boosting socioeconomic development. In developed countries, attempts are often made to convert former industrial areas and impoverished rural areas to a tourism economy in order to overcome structural decay. Developing countries also follow this trend in stressing the importance of tourism, assuming it can boost national development. Yet contemporary tourism is an economic, cultural and social activity is embedded in the globalization process.

Your answers are very important for my research and may help us to understand more about the concept of globalization and its substantial impacts on tourism development processes in the EU. Participation in this survey is purely voluntary. Thank you very much for your participation!

There are 5 questions on the second part of this questionnaire. **Please fill in your answer which relates to your knowledge and experience. Your answer must be strongly supported by arguments.**

Recorded Interview

1. About you

Question 1.1

How old are you?				
<30	30-39	40-49	50-59	>60
			<u>X</u>	

Question 1.2

How many years have you been working for NGO/GO/Company/Institution/Body?			
<1	1-3	3-10	>10
			<u>X</u>

Question 1.3

**What is your function inside the NGO/GO/Company/Institution/Body?
Which unit do you work for? (2-3 lines approx.)**

Professor for Sustainable Development in Leisure and Tourism

Faculty of Social Sciences, Int. Degree Course in Applied Leisure & Tourism Studies,
University of Applied Sciences Bremen, Germany

2. Globalization, the European Union, Policies for Economy, Tourism, Sustainable Tourism and Competitiveness

Question 2.1: Would you agree with the statement that contemporary tourism is an economic, cultural and social activity embedded in the globalization process? If so, what are in your opinion the arguments to support this statement. If not, what are the arguments against this statement?

Answer:

In general, I would agree that contemporary tourism is an economic, cultural and social activity embedded in the globalization process. However, in most cases the economic importance and role of tourism is much more in focus of political decisions than the social, cultural and environmental impacts of tourism. From my experiences I can say that positive impacts in terms of income and employment opportunities in this sector are far more emphasized than the often occurring negative impacts and consequences of mass tourism for the natural and cultural heritage sites of a tourist destination. Nevertheless, if tourism is developed and managed in a sustainable way then this sector could definitely contribute positively to social, ecological and economic development of communities, regions and even a nation.

Question 2.2: Would you agree that inappropriate policies on the national and regional level lead to negative impacts as far as the growth and development of tourism is concerned? If so, what are arguments could be made to support this hypothesis?

Answer:

Absolutely! I would agree that inappropriate policies on the national and regional level lead to negative impacts as far as the growth and development of tourism is concerned. Inappropriate policies have contributed in the past and do even currently contribute to negative impacts of tourism, e.g. tourism's contribution to climate change, to biodiversity loss, to pollution, water shortage and noise, but also to problems arising from inappropriate policies regarding social equity, employment quality, local prosperity, local control, community wellbeing, cultural richness and visitor fulfillment.

Question 2.3: Would you agree that sustainable tourism seeks not just to plan for tourism, but to integrate tourism into a balanced relationship with broader economic development? How would support your position?

Answer:

No, sustainable development doesn't just refer to economic development and sustainable tourism operates according to the principles of sustainable development. Sustainable development operates around three pillars, meaning that there is an economic dimension to sustainable tourism, but there is also a social and economic dimension. It is possible that sustainable tourism promotes a broader economic development, but as a part of the three dimensions of sustainability. Economic development is important, but it is not the most important part of sustainable development. It is a part of the policy of sustainable development, sustainable tourism does promote economic development as part of the overall policy which involves the three pillars of sustainable development. So, economic development in tourism is important, but it is not the most important part of sustainable tourism. The principles of sustainable development have to be followed equally.

Question 2.4: The development of sustainable tourism policies could be a useful way of encouraging new forms of business, increasing employment and promoting the conservation of landscapes; in this regard, the application of the European Charter for Sustainable Tourism in Protected Areas represents a referential methodology for local development and a possibility to involve local stakeholders in the definition of sustainability policy. Would you agree with this policy? If so, what are your arguments in favor or against this policy?

Answer:

Yes, the European Charter for Sustainable Tourism in Protected Areas does promote development and therefore job creation, but the most important element about European Charter is that mainly aims at the protection of the environment. Sustainability programs are very rare and the European Charter is one of the best examples for the implementation of sustainability policy.

Question 2.5: Would you agree that tourism plays a role in generating growth and jobs and it has an impact on other policy areas ranging from regional policy, to diversification of rural economies, maritime policy, sustainability and competitiveness as well as to social policies? Would you say that this statement also applies in the case of EU member states?

Answer:

Yes, this also does apply in the case of the EU member states. Opportunities for jobs are created through tourism. Tourism promotes development as well as has an impact on other policy areas, but also interacts with other policy areas. Sustainable Development also applies to other policy areas other than tourism.

Keywords: **European Union (EU)**

Globalization

Sustainable Development

Tourism

Sustainable Tourism

SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION
M.SC. IN SUSTAINABLE DEVELOPMENT/SUSTAINABLE TOURISM
STREAM

The questionnaire that you hold in your hands was created under research dissertation for the M.Sc. in Sustainable Development/Sustainable Tourism Stream of the International Hellenic University. The purpose of this questionnaire is to investigate the intersection between trends in the global, cultural, economic and political milieu on the one hand, and the tourism industry in developing as well developed countries in the European Union (EU) on the other by also using the theory for the sustainable development of tourism that can be found in the international literature, but also the EC's policies for tourism growth and development. Focusing on the political and economic union of the EU is critical, since the EU is one of the world's most important global players.

Short definition: Globally, the tourism economic sector is regarded as one avenue for boosting socioeconomic development. In developed countries, attempts are often made to convert former industrial areas and impoverished rural areas to a tourism economy in order to overcome structural decay. Developing countries also follow this trend in stressing the importance of tourism, assuming it can boost national development. Yet contemporary tourism is an economic, cultural and social activity is embedded in the globalization process.

Your answers are very important for my research and help us to understand more about the concept of globalization and its substantial impacts on tourism development processes in the EU. Participation in this survey is purely voluntary. Thank you very much for your participation!

There are 5 questions on the second part in this questionnaire. **Please fill in your answer which relates to your knowledge and experience. Your answer must be strongly supported by arguments.**

1. About you

Question 1.1

How old are you ?				
<30	30-39	40-49	50-59	>60
	X			

Question 1.2

How many years have you been working for NGO/GO/Company/Institution/Body?			
<1	1-3	3-10	>10
		<u>X</u>	

Question 1.3

**What is your function inside the NGO/GO/Company/Institution/Body?
Which unit do you work for? (2-3 lines approx.)**

I am a Lecturer in European Politics, at the University of Surrey/School of Politics

2. Globalization, the European Union, Policies for Economy, Tourism, Competitiveness and Economic growth

Question 2.1: Would you agree that tourism plays a role in generating growth and jobs and it has an impact on other policy areas ranging from regional policy, to diversification of rural economies, maritime policy, sustainability and competitiveness as well as to social policies? Would you say that this statement also applies in the case of the EU member states?

Answer:

Tourism certainly plays an important role in generating growth and jobs, however, both tend to be quite seasonal and dependent upon international circumstances and global economic trends. Of course tourism can generate substantial income. Yet, without the necessary infrastructure or mechanisms for re-investment of revenue, it can have a smaller than desired effect. I am not really sure I follow the argument for social policies, I guess the link here is indirect. I am also not sure about the question on the statement applying to EU member states, but I guess like any other country in the world, tourism is an important source of additional revenue. Within the EU there have been pilot programs and funding schemes to develop touristic infrastructure, so I think there can be an even higher impact.

Question 2.2: Do you agree with the statement that tourism is more than just an economic activity. It contributes of other key EU objectives e.g. economic growth, job creation, SD, social and regional cohesion, protection of natural and cultural heritage, EU citizenship, peaceful relationships etc.? If so, what are in your opinion the arguments to support this statement. If not, what are the arguments against this statement?

Answer:

Well that follows through from the previous answer. If we consider that a large proportion of visitors in EU member states come from other MS, then of course, the principle of free movement is enhanced and further supported. It also creates the notion of getting to know other cultures and realizing how similar European countries can be to each other in terms of mentalities and ways of doing things. The EU motto after all is United in Diversity.

Question 2.3: Would you agree that the lack of proper governance or a clash between a national governments and local communities over strategies for the entrepreneurial development, which also includes the tourism industry and the development of tourism could have a negative impact on tourism growth on a regional level? How would support your position?

Answer:

Sure, there is always a tendency of mismatch between local and central government planning. However, if there are regional development plans designed specifically based on the competitive advantages of that particular region, in coordination with local populations and stakeholders, then a more effective development model can be produced: one that would take into consideration local idiosyncrasies, and create a sustainable model that incorporates environmental protection issues and conservation of lifestyles.

The prime example here is Greece where regional plans for development usually go largely ignored by the central administration in the ministry of finance or the ministry of tourism.

Question 2.4: The Article 195 of the Lisbon Treaty establishes the new competence of EU in the field of tourism. Taking into account that the tourism sector is very diverse. That there is no unified representation on an EU level, especially in the private sector. Would you agree that this new article is a piece of legislation that can have a positive impact on tourism throughout the EU? How would support your position?

Answer:

There should be a unified front/policy towards tourism by the EU that strengthens not only the external visitors but also the mobility of internal tourism and facilitates travelling. Depending on the embracing by the member states, the policy can have a good function for socialization and learning – best practices, benchmarking etc.

Question 2.5: The development of sustainable tourism policies could be a useful way of encouraging new forms of business, increasing employment and promoting the conservation of landscapes; in this regard, the application of the European Charter for Sustainable Tourism in Protected Areas represents a referential methodology for local development and a possibility to involve local stakeholders in the definition of sustainability policy. Would you agree with this policy? If so, what are your arguments in favor or against this policy?

Answer:

Please see my answer above. Of course, it is useful to engage the local stakeholders and coordinate policy across the board. Maintaining the local character without the full penetration of tourism is important, it allows local residents to go about their daily lives and maintain the personality of the region. Development based on local needs that becomes part of a national design for development, accounting for the comparative advantages and sustainable investment is definitely necessary.

Keywords: **European Union (EU)**

European Commission (EC)

Globalization

Sustainable Development

Tourism

Sustainable Tourism

VI. Appendix-The European Charter for Sustainable Tourism in Protected areas / Source Europarc, 2010

**European Charter
for Sustainable Tourism in
Protected Areas**

The Charter



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The Charter is one of a set of three publications. The other two are *How to join the journey: a guide for protected areas* and the *Application report: framework and guidance*. Together the trio forms guidance on how to become a member of the European Charter for Sustainable Tourism.

For further details on the Charter see also www.european-charter.org

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Impressum

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The EUROPARC Federation represents around 450 members including protected areas (such as national parks, nature parks, AONBs and biosphere reserves), governmental departments, NGOs and businesses in 36 countries. The Federation is a pan-European, politically independent, non-governmental organisation, whose purpose is to support and promote the full range of protected areas in Europe. The Federation is winner of the World of TUI Environmental Award 2001.

Editing and design: EUROPARC Consulting Limited

Cover photo: Hilary Fenten

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1 Introduction

From the ground up

To be a “chartered” protected area is to be part of a journey of development, a continuous quest for successful, sustainable sharing of these magical spaces.

Carefully built from the ground up, after much shared thinking, this Charter explains how to implement the concept of sustainable development in some of Europe’s most treasured places. It is itself an ongoing process: its first stage, part I, has now been successfully operating for a decade with almost 80 protected areas having been awarded the Charter; part II has had a brilliant start in many Charter areas which are involving more and more business enterprises; and part III is in development.

Defined as “development that meets the needs of present generations, without compromising the capacity of future generations to meet their needs”¹, sustainability involves the preservation of resources for future generations, viable economic development and equitable social development.

The European Charter for Sustainable Tourism in Protected Areas reflects the world-wide and European priorities expressed in the recommendations of Agenda 21 adopted at the Earth Summit in Rio in 1992, and by the European Union in its 6th Environment Action Programme and Strategy for Sustainable Development.

The Charter belongs to the EUROPARC Federation, the umbrella organisation of protected areas in Europe. It was developed by a European group representing protected areas, the tourism industry and partners, under the EUROPARC umbrella, and builds on the recommendations of the 1993 EUROPARC study *Loving Them to Death? Sustainable Tourism in Europe’s Nature and National Parks*². The Charter was one of the priorities defined in the World Conservation Union’s action programme for protected areas in Europe, *Parks for Life* (1994).

The growing importance of sustainable tourism development as an area of international concern has been underlined by the recent elaboration of international guidelines for sustainable tourism under the Convention on Biological Diversity. The European Charter directly addresses key principles of these international guidelines, and represents a practical tool for their implementation at the regional level of protected areas.

This, the full version of the Charter text, is accompanied by two allied documents. Together, these three documents: *The Charter*; *How to join the journey: a guide for protected areas* and the *Application report: framework and guidance* form a rigorous framework for the development of sustainable tourism in Europe’s protected areas

¹ *Our common future* Brundtland report, World Commission on Environment and Development

² First published 1993, republished 2001, by EUROPARC Federation, Grafenau, Germany



2 Charter in brief

2.1 Developing sustainable tourism

The underlying aims of the European Charter for Sustainable Tourism are:

- ▶ to increase awareness of, and support for, Europe's protected areas as a fundamental part of our heritage, that should be preserved for and enjoyed by current and future generations;
- ▶ to improve the sustainable development and management of tourism in protected areas, which takes account of the needs of the environment, local residents, local businesses and visitors.

The Charter reflects the wish of authorities managing protected areas, of local stakeholders and representatives of the tourism business, to support and encourage tourism that accords with the principles of sustainable development.

It commits the signatories to implementing a local strategy for sustainable tourism defined as: "any form of tourism development, management or activity which ensures the long-term protection and preservation of natural, cultural and social resources and contributes in a positive and equitable manner to the economic development and well-being of individuals living, working, or staying in protected areas".

In order to put this form of tourism into practice, it is necessary to take a global view of tourism in and around a protected area, to engage in a process of wide consultation, and to strengthen the positive interactions between tourism and other economic sectors in the area.

Finally, the aim of this type of tourism is to respond to the expectations of European visitors by making travel meaningful, by allowing time to explore and meet other people, and to gain from the experience by giving something of oneself.

2.2 Promoting partnerships

The Charter recognises that protected-area authorities should not work alone in the management of tourism, but rather that all those affected by tourism in and around a protected area should be involved in its development and management.

Signatories to the Charter agree to adopt working methods based on partnership. This will apply to every stage of activity, from development of a sustainable tourism programme to its implementation. It will take the form of clear agreements and co-operation between the protected-area authorities, tourist service providers, and local people.

The Charter is a tool for putting this partnership into practice. It encourages the sharing of responsibilities and outlines the individual and collective commitments of the protected area and its partners.

2.3 A strategic approach

Subscribing to the Charter means taking a strategic approach to sustainable tourism development in protected areas: making a diagnosis; consulting and involving partners; establishing strategic objectives; allocating the appropriate resources; following through an action plan, and evaluating the results.

In order to subscribe to the Charter, candidates must draw up a sustainable tourism development strategy and commit themselves to an agreed action plan for the area.

2.4 Charter structure

The Charter has grown in three distinct but interlinked areas of development of sustainable tourism:

Part I: for the protected area

For individual protected areas of all kinds. Implementation by the protected-area authority entails carrying out a diagnosis of the needs of the area (problems and opportunities) recognised and accepted by local partners. The aim of this approach is to find the most appropriate future direction for tourism throughout the whole area. The strategy subsequently proposed by the protected area within the context of the Charter must be developed and implemented in partnership with local tourism representatives, other business sectors, local people and authorities.

***Current position:** Part I is fully implemented in almost 80 protected areas of varied European countries. Protected areas which fulfil the requirements may apply to become full signatories or members of the European Charter and receive the formal recognition which goes with this. The procedures governing this process are tested and in place.*

Part II: for local tourism businesses

For securing the involvement of tourism businesses in protected areas. Local businesses are vital partners of the protected-area authority for development of the area's tourism strategy and must be involved in this process as described in Charter Part I (see above).

Part II envisages taking this involvement a stage further, enabling tourism businesses working with the protected-area authority to receive individual recognition as Charter signatories. This will entail a diagnosis by the respective business of all its activity, i.e. the balance between what is on offer and what visitors expect, and measures to be taken to enhance the local heritage. The environment and sustainable development should also be taken into account in the running of the business. The business will formulate its own ideas for sustainable tourism and their practical application, in partnership with the protected area.

***Current position:** Part II was approved in May 2007 and has begun its implementation in protected areas of varied European countries. Many business enterprises have already become Charter partners and the number is growing fast.*

Part III: for tour operators

For securing the involvement of tour operators who incorporate the principles of sustainable development into their tourism product, and who are organising tours to and within protected areas. Tour operators working under this framework will agree to work in partnership with the authority responsible for the strategy in the protected area and the local tourist-service providers. This will involve analysing the compatibility of its products with the objectives of the area. The visitor flow they attract to an area must not destroy the heritage resources that the tourists come to see.

***Current position:** Part III is under development. A number of individual pilot initiatives are taking place.*



3 Charter Part I: for the protected area

Tourism offers a privileged means of raising environmental awareness among the general public. It also represents a valuable opportunity to support traditional economic activities and to improve the quality of life.

In order to meet the needs of the protected areas as well as the expectations of European visitors, it is essential that tourism preserves the environment on which its activity is based.

By subscribing to the Charter, the protected area chooses to adopt tourism development that is compatible with the principles of sustainable development. It agrees to favour a coherent approach to projects within its own area and to take a long-term view of the management of the area.

The protected area prioritises co-operation and the sharing of responsibilities in order to improve the effectiveness of its mission to protect the environment.

3.1 Benefits

Fundamentally, protected areas which meet the requirements of the Charter will benefit from the economic, social and environmental advantages of well-managed, sustainable tourism.

The Charter also gives participating protected areas:

- a basis for strengthening relationships with local tourism stakeholders and the wider tourism industry;
- the opportunity to influence tourism development in the area;
- a higher profile in the European arena as an area devoted to sustainable tourism;
- public-relations and awareness-raising opportunities with visitors and local and national media;
- an opportunity to work with and learn from other European Charter areas in the Charter network;
- helpful internal and external assessment, leading to new ideas and improvements;
- greater credibility amongst potential funding partners.

3.2 How to gain Charter status

The undertaking by the authority responsible for the protected area falls into four main areas:

- i. accepting the principles;
- ii. involving partners;
- iii. defining a strategy and
- iv. developing an action plan.

These areas of work, followed by the key issues which should be addressed when shaping them, are detailed below.

- i. To accept and abide by the principles for sustainable development as set out in this Charter, whilst adapting them to the local context.**
- ii. To involve all those implicated by tourism, in and around the protected area, in its development and management.**

In order to ensure sustainable tourism development, the protected area will organise public consultation meetings, and will set up a permanent forum or equivalent arrangement between all those directly concerned: the protected area authority, local municipalities, conservation and community organisations and representatives of the tourism industry. Links with relevant regional and national bodies should be developed and maintained. The protected area will thus facilitate a process of co-operation, enabling local tourism businesses and other sectors to work together, encouraging better integration of tourism in the local lifestyle and better understanding of sustainable development objectives by local people.

iii. To define a medium-term strategy (5 years) for sustainable tourism development in its area.

The aim of the strategy is to improve the quality of the tourism product while taking into account the conservation and sustainable development objectives of the area. It guarantees the best possible integration of tourism within the natural, cultural, economic, and social environment, and its coherent development in time and space.

The strategy should be based on careful consultation and be approved and understood by local stakeholders. It should contain:

- a definition of the area to be influenced by the strategy, which may extend outside the protected area;
- an assessment of the area's natural, historic and cultural heritage, tourism infrastructure, and economic and social circumstances, considering issues of capacity, need and potential opportunity;
- an assessment of current visitors and potential future markets;
- a set of strategic objectives for the development and management of tourism, covering:
 - conservation and enhancement of the environment and heritage,
 - economic and social development,
 - preservation and improvement of the quality of life of local residents,
 - visitor management and enhancement of the quality of tourism offered;
- an indication of the resource allocation and partners for implementation of the strategy, the sharing of tasks, and the order of priorities;
- proposals for monitoring the strategy (methods and indicators).

iv. To present this strategy in the form of an action plan

The action plan specifies the measures which have been or will be taken to achieve the objectives established in the strategy. It covers the five-year period of the strategy, and defines the commitment of the partners to each of the Charter's key issues.

3.3 Key issues to address

Each protected area is different. Strategic priorities and action programmes should be determined locally, using the participatory approach described above. However, the Charter requires that the following key issues be addressed.

i. Protection and enhancement of natural and cultural heritage

A fundamental aim of the strategy and action plan is to protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development. This will involve:

- **Monitoring impact on flora and fauna and controlling tourism in sensitive locations:** Based on the results of monitoring, specific measures will be introduced to ensure tourism development remains within the carrying capacity of the environment of the area. Certain areas may not be open to the public due to their fragile nature.
- **Encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions:** The tourism development of the area will value its cultural and historical heritage. Measures, equipment and facilities will be provided to encourage public access and activities based on this heritage.
- **Preserving natural resources:** Measures will be taken to control and reduce activities, including tourism impacts, which adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise. Co-operation with local authorities will be sought for the development of water, energy and land management programmes.
- **Encouraging visitors and the tourism industry to contribute to conservation:** Schemes will be devised for tourism to contribute to the conservation, maintenance and enhancement of the natural and cultural heritage. Voluntary subscription schemes which involve visitors, tourism businesses and other partners in this task are encouraged.

ii. Improving the quality of the tourism experience

A key goal is to provide all visitors with a high-quality experience in all aspects of their visit. The protected area will carry out a programme with its partners to improve the quality of the tourism which it offers. This will involve:

- **Researching the expectations and satisfaction of existing and potential visitors:** It is important to develop a marketing approach, to gain an understanding of the expectations and requirements of current and potential visitors. This will help produce a better match between supply and demand. Tourism products and activities should be designed for clearly identified markets as well as meeting the objectives of conservation. Furthermore, the protected area will seek to identify new visitors who are sensitive to the quality of the environment.
- **Meeting the special needs of disadvantaged visitors:** The protected area will pay particular attention to certain types of visitor who are often overlooked by other destinations such as disabled, ill or convalescing people, young people and low-income groups. Any form of elitism is to be avoided so far as visitor access is concerned.
- **Supporting initiatives to check and improve the quality of facilities and services:** Initiatives will be taken to achieve quality in every aspect of the tourism experience: visitor centres, tourist equipment and facilities, all visitor services, tourist products, marketing and promotion - and last, but not least, after-sales service. The protected area will strive to assure quality in its own facilities and services, and to support quality initiatives for the services provided by its partners.

iii. Raising public awareness

The protected area will seek to communicate effectively to visitors about the special qualities of the area. This should be achieved by:

- **Ensuring that the promotion of the area is based on authentic images and is sensitive to needs and capacity at different times and in different places:** Promotion and marketing of the protected area can help increase visitors' awareness of the authentic values of the area and the principles of sustainable tourism development. Care will be taken that the way the area is promoted reflects and supports visitor management aims.
- **Providing readily available and good quality visitor information in and around the area:** High-quality information will be readily accessible for visitors and the local community, highlighting both the outstanding richness and sensitivity of the natural environment as well as the tourist resources available. The public will also be kept informed of heritage conservation and sustainable development objectives. Furthermore, the protected area will ensure that tourism businesses receive a regular supply of information for their clients (leaflets, maps, etc.).
- **Providing educational facilities and services which interpret the area's environment and heritage to visitors and local people:** Environmental education and heritage interpretation will constitute a priority in the area's tourism policy. Activities or facilities based on cultural heritage and the environment will be offered to visitors, local people and particularly to young visitors and to school groups. The protected area will also help tourism businesses to include an educational element in their activities.

iv. Development of tourism specific to the area

The protected area will encourage specific tourism products which enable discovery and understanding of the area, by providing and supporting activities, events and packages involving the interpretation of nature and heritage.

v. Training

Training will be an essential tool for implementing the sustainable tourism development strategy in the area. The aim is to increase knowledge of the protected area and sustainability issues amongst all those involved in tourism. This will be achieved by providing or supporting training programmes for staff of the protected area, other organisations and tourism enterprises. The action plan will include training programmes to benefit different target groups, with particular regard to the organisation of seminars on the local environment for the tourism businesses. Training activities will be based on an analysis of the training needs of the area.

vi. Protection and support of the quality of life for local residents

The tourism strategy will seek to ensure that tourism supports and does not reduce the quality of life of local residents. This will be achieved by:

- **Involving local communities in the planning of tourism in the area:** The protected area will work closely with local communities for the development and implementation of its tourism strategy and action plan.
- **Ensuring good communication between the protected area, local people and visitors:** The protected area will foster the promotion of exchange and contact between local residents and visitors. This includes keeping local communities and businesses informed of activities and public events being organised in the protected area.

- **Identifying and seeking to reduce any conflicts which may arise.**

vii. Social and economic development

The protected area will aim to increase benefits from tourism to the local economy, encouraging initiatives which will have a positive impact on various economic sectors. These will include:

- **Promoting the purchase of local products by visitors and local tourism businesses:** Local food and crafts as well as local services will be promoted. Schemes will be developed to raise the profile and facilitate the distribution of the area's typical produce.
- **Encouraging the employment of local people in tourism:** The protected area will support the promotion of new forms of employment in tourism. In the field of training and job creation, it will favour versatility and social integration with due regard to the needs of women, those in difficult economic circumstances and disabled people.

viii. Control of tourist numbers

Visitor flows will be monitored and influenced to reduce negative impacts on the environment, landscape and heritage of the area. This will involve:

- **Keeping a record of visitor numbers over time and space:** Schemes to monitor and analyse visitor numbers will be put in place as the basis for adapting methods of visitor management. Feedback from local tourism enterprises will be included in the data collected.
- **Creating and implementing a visitor management plan:** A strategic approach will be taken to visitor management, including measures to channel visitor flows and regulate visitor activities in the protected area. The location of tourism amenities, the planning of discovery trails and the provision of information and interpretation will all contribute to visitor management, with the aim of preserving the natural, cultural and social environment and the quality of the visitor experience. Effective visitor management planning should allow an increase in economic contribution from tourism whilst reducing the disadvantage of seasonality.
- **Promoting use of public transport, cycling and walking as an alternative to private cars:** Promotional activities will be carried out to encourage the use of public transport both for access to the protected area and within its boundaries. The reduction of traffic by private vehicles, as well as the promotion of cycling and walking will be a priority.
- **Controlling the siting and style of any new tourism development:** Preference will be given to the renovation of existing buildings rather than to the construction of new ones. Guidelines should be made available to ensure the appropriate design and management of facilities in the protected area. The use of local materials and reflection of architectural traditions is a priority.

3.4 Ratification

Protected areas which have fulfilled the requirements are invited to apply for recognition by the EUROPARC Federation as a member of the European Charter, or "Charter area", sometimes also called "Charter protected area". Details of the application and evaluation procedure are described in *How to join the journey: a guide for protected areas*, available from the EUROPARC Federation.

After a protected area has submitted its application it needs to be evaluated and verified. This includes an evaluation visit to the area by an independent sustainable tourism expert appointed by EUROPARC. After that, the Evaluation Committee for the European Charter will assess the verifier's report to ensure the protected area's commitment to the sustainable tourism

development process, its co-operation with local partners, the quality of its strategy and action plan.

The strategy and the action plan which are part of the application dossier must meet both the requirements laid down by the Charter and the local needs revealed by the diagnosis.


Upon successful verification a certificate will be awarded, which is signed by both the authority responsible for managing the protected area and the EUROPARC Federation. With its signature the protected area reaffirms its commitment to further co-operation with local partners, to implement the agreed strategy and action plan, and to continue striving for excellence in the management of tourism in its region.

3.5 Evaluation and renewal

The protected area will monitor and evaluate the results of its strategy. After five years it will submit a detailed report on these to the Evaluation Committee for the European Charter. As part of the process for renewal of Charter membership, usually referred to as "re-evaluation", the protected area will be visited again by a sustainable tourism expert for a re-evaluation of the area's achievements and the efforts being made to reach its fixed objectives.

The procedure for renewing commitment to the Charter will involve development of a new 5-year strategy and action plan. Renewal of membership by the EUROPARC Federation will be subject to satisfactory progress over the past 5 years.





4 Charter Part II: for tourism businesses

The aim of Charter Part II³ is to strengthen links and deepen understanding between protected-area managers and their partners in the business community⁴ in and around the area. Through the development of partnerships, sustainable tourism satisfies the needs of visitors, businesses and local communities without damaging the environment now or for the future. Tourism can make a positive contribution to a healthy, mixed economy, which utilises and develops local skills and resources.

The European Charter for Sustainable Tourism in Protected Areas is an award to protected areas that have demonstrated partnership working, developed and implemented a tourism strategy based on the area's special qualities, as well as following a resourced work plan to address sustainability issues.

To maximise mutual benefits, close collaboration between the "partners" (local tourism businesses, tourist service providers, travel companies, tour operators, other social and economic local stakeholders, protected-area managers) is essential and to assist in this a flexible approach is encouraged in each protected area. It will be necessary to reflect individual or local circumstances when developing a European Charter partnership programme. It should be based around the Charter principles, i.e. using an integrated approach to sustainable development taking into account economic, social and environmental factors. A European Charter Partnership Agreement signed by the protected-area authority and the tourism business is a positive way of demonstrating mutual commitment.

4.1 Benefits to businesses

Commitment to the principles of sustainable tourism by, generally, private sector enterprises should be rewarded and it is reasonable that a business should be able to capitalise on its commitment to sustainability. Individual businesses often provide the interface between the consumer or tourist and the protected area. They can also provide a great source of knowledge and information to enhance the visitor's experience as well as influence their behaviour and attitudes.

A European Charter partnership programme, as a mutual commitment between the protected-area authority and individual businesses, will create multiple mutual benefits. The protected-area authority will achieve its long-term conservation objectives through sustainable use of the area. Businesses will increase and maintain profitability through:

³ General agreement on the principles underlying this text was reached at a meeting of the European Charter Park Network held in Strasbourg in June 2006, hosted by the Conseil Régional d'Alsace and the Association Rhin Vivant, and organised together with the Fédération des Parcs Naturels Régionaux de France and the EUROPARC Federation. Further developmental work was undertaken by a smaller group of European Charter area representatives during and after the meeting of Iberian Charter Parks held in Geres/Xures in November 2006.

⁴ The concept "business" is used in the widest sense: every organisation, regardless of its legal status, public or private bodies, developing relevant products and services for visitors and the local community, and participating in the sustainable tourism strategy of the Charter area.

- i. increased visitor satisfaction and repeat bookings;
- ii. reducing operating costs through audit and sustainable use of resources (energy, water, etc.);
- iii. retaining visitor spend in the local economy through use of distinctive local food and other products as well as promoting local events, festivals and customs;
- iv. engagement with the protected-area staff and other local stakeholders in the joint development of the area's tourism strategy;
- v. examples of other benefits, such as being recognised at European level or developing new commercial opportunities, by:
 - targeting new customers attracted by the protected areas;
 - offering tourism based on discovery of the environment;
 - creating off-season tourism;
 - working with other economic sectors in the area and purchasing products and services locally;
 - receiving information on tourist numbers in the protected area and future forecasts of potential visitors;
 - better organisation and management in the area as a whole;
 - providing high-quality information about the protected area.

Additionally, the Charter can be a positive marketing tool by informing customers, with the help of marketing material and through good customer service, that a business is a credible partner with a protected area that has been awarded.

4.2 European Charter partnership programme

Local businesses are vital partners of the protected-area authority in the development of the area's sustainable tourism strategy and must be involved in its process. The Charter encourages and welcomes the involvement of local tourism businesses and tourist service providers that are based in or develop their activities in the Charter area as defined in Charter Part I.

Incorporating the Charter principles of sustainability into a wide cross-section of private sector tourism products and businesses is the goal. Part II of the Charter enables individual businesses in the tourism sector, working with the protected-area authority, to become recognised as European Charter Partners. A flexible partnership approach is encouraged which reflects the Charter principles, existing quality marks and eco-labels, differing local needs and varying situations, together with the commitment of the individual tourism sector business to sustainability.

Essentially, the partnership between any individual tourism sector business and the protected area requires commitment to⁵:

- i. an understanding of needs and the impact that tourist activity has on the natural environment;
- ii. a mutual agreement that tourism creates a positive contribution to the social and economic development of the area, thus contributing to a better place to live in for local people;
- iii. analysis and agreement of the compatibility of tourism products and services within the protected area to ensure they do not destroy the natural or cultural heritage;
- iv. a diagnosis by the respective business on all its activity. For example:
 - the balance between what is on offer and what visitors expect;
 - provision of local, protected area and environmental information (excellent customer service and ongoing staff training);

⁵ The actions within the model partnership agreement should correspond to these actions. Further guidelines will be developed by the Charter Network and EUROPARC Sections, drawing on the experience of protected areas that have already been working with businesses.

- a review of environmental consideration, energy and transport in the operation of the business;
- formulation of own ideas for environmental sustainability and their practical application, in line with the protected-area management plan;
- measures to encourage visitors to contribute positively through volunteering or visitor-payback to enhance the local heritage or natural environment.

4.3 General principles for implementation

Several key principles guiding the process to certify individual businesses as European Charter Partners have been identified. The process should:

- be a practical application of the Charter principles;
- be based on an effective, mutually supportive and individually-tailored partnership between the protected area and the tourism business;
- seek to ensure continuous improvements;
- be based on an integrated approach to sustainable development, tackling together environmental, social and economic issues;
- be flexible enough to be adapted to the specific situation of each protected area (within local, regional and national context) whilst at the same time containing the requirements set at European level;
- encourage protected areas to promote and support the engagement of businesses;
- encourage businesses to promote and support the role of protected areas.

4.4 Commitments of the protected area

The protected area (or another organisation charged with and agreed during the implementation of part I of the Charter) will:

- provide EUROPARC with the documents of the protected-area requirements and other documentation stated in Chapter Eight⁶;
- provide the information needed for the application process of each business;
- verify that the businesses fulfil requirements set at both European and protected area level;
- verify the appropriate formulation of businesses commitments, and develop (together with the partner) indicators that will be used to verify how requirements are being fulfilled;
- state the protected-area commitments to businesses such as:
 - positive discrimination in favour of European Charter Partners in training and information campaigns of the protected area;
 - listing the European Charter Partners in promotional and information materials and activities of the protected area (web, brochures, visitor centres, fairs, etc.);
 - facilitate the relationship of the businesses with other public bodies;
 - active participation in the Charter area network and transmission of benefits to the European Charter Partners;
- state the conditions of use of the European Charter Partners corporate image;
- review and sign the agreement;
- evaluate the implementation of actions, at least every three years.

⁶ As stated in Chapter Eight, protected areas are responsible for their own Charter Part II proposal to EUROPARC. EUROPARC can make available to everyone existing texts from different sections or protected areas to assist other Charter areas when drawing up their own proposals. Meanwhile, each EUROPARC Section or national or regional Charter network is encouraged to work on their own guidelines.

4.5 Commitments of the tourism business

The tourism business needs to fulfil requirements⁷ at two levels: at European level and at protected-area level. The European level will guarantee that all participating businesses comply with certain requirements and ensures commonality in implementation across Europe. The protected-area level enables protected areas to define requirements specific to their Charter area.

At European level, the following conditions are required of the tourism business:

- i. It should be located, or carry out its activities, in the Charter area as defined in Charter part I. Exceptions can be made if the protected area regards this as relevant for its sustainable tourism strategy.
- ii. It should fulfil any relevant legislation at the time of certification.
- iii. The activities of the tourism business should be compatible with the sustainable tourism strategy and the management plan of the protected area.
- iv. It should join and aim to participate in the activities promoted by the forum as defined in Part I of the Charter⁸ in section 3.2.
- v. It should commit to working towards a European Charter partnership agreement with the protected area, where mutual commitments will be defined (objectives, actions) for a period of three years.

At protected-area level, the specific requirements for tourism businesses will be agreed by each protected area Charter Forum. Some examples are listed in Chapter Three.

4.6 European Charter partnership agreement

Using the protected area as the central focus will create positive attitudes and understanding between the authority, the numerous and varied tourism-sector businesses and their customers. This will be important in building and maintaining relationships as well as in marketing and promotional opportunities, e.g. website listings, training and networking plus a sense of shared ownership, management, strategic direction and common purpose.

To establish or further develop the commitment between the protected-area authority and its individual Charter business partners the signing of a European Charter partnership agreement should form the basic approach. A "model" agreement provided by EUROPARC shows the minimum content drawn from the principles listed in the European Charter for Sustainable Tourism in Protected Areas. The agreement identifies protected area and business commitments as well as setting out actions and monitoring indicators.

Making the partnership work in a simple, yet effective, way is vital. To become a European Charter Partner, an individual business should fulfil the requirements set at European level and protected-area level, follow the application process guidelines and sign the partnership agreement with the protected area. The European Charter Partner will be recognised with a certificate for three years.

In order to maintain recognition as a European Charter Partner the business should demonstrate at the end of the three-year period that it has fulfilled the commitments made, it will then negotiate and sign a new European Charter partnership agreement with the protected area.

⁷ In order to begin working towards a European Charter partnership agreement, these requirements should be met by the tourism business.

⁸ How the participation works in practice can vary depending on how the Charter forum is structured in each protected area. Tourism businesses can participate directly on an individual basis or through a representative association.

4.7 Validation of the Charter area's methodology

To ensure that there is a commonality in the implementation across Europe, as well as compliance with the principles of Part II of the European Charter, EUROPARC will validate the proposed schemes. This will be done in partnership with the EUROPARC Section and possible with the national or regional Charter networks where appropriate⁹. Once a methodology has been agreed amongst the various partners it is then submitted to the Evaluation Committee for the European Charter. The Evaluation Committee will assess the methodology and approve it for use in that particular area.

The protected area would send EUROPARC the following documentation:

- i. List of the requirements set at protected-area level.
- ii. List of indicative actions, their monitoring indicators and its application methodology for both protected area and tourism business, from which the European Charter partnership agreement will be derived.
- iii. A template of the European Charter partnership agreement setting out the commitments of the protected area and the tourism business (actions and measurable monitoring indicators).
- iv. A European Charter partnership certificate template. See Annex 1.

4.8 Signing the European Charter partnership agreement

Once the above requirements have been met the European Charter partnership agreement can be negotiated and signed.

The tourism business then becomes a European Charter Partner and:

- i. is committed to an individual action plan for three years;
- ii. will benefit from the actions promoted by the protected area or other Charter partners;
- iii. will know the general conditions for the use of the brand European Charter (name, logo, etc.);
- iv. is able to get support from the protected area;
- v. is entitled to use the Charter logo together with the protected area or other appropriate logos¹⁰.

After this period of three years, the business can request renewal of the award, subject to an evaluation by the protected area.

The EUROPARC Federation provides a model partnership agreement for Charter areas.

⁹ EUROPARC encourages the use of methodologies developed and agreed at Section or national network level first. It realises that this may not always be possible, particularly in the early stages of implementation, so is at present happy to receive schemes worked out solely at protected area level. Indeed work already being undertaken in some countries will contribute to others drawing up guidance, which will in turn facilitate harmonisation in approaches and the development of networking activities.

¹⁰ In addition to the general conditions of use defined by EUROPARC for the Charter logo, the other conditions of use of the European Charter Partners corporate image will need to comply with the relevant regional or national regulations.



Travel companies are increasingly offering “discovery tours” to and within protected areas. This confirms their willingness to promote new forms of travel and the discovery of natural environments, and plant and animal life.

These tours, which are voluntarily limited to groups of 12 to 15, encourage contact with people living in the places visited. They have been devised by those who love nature, who want to help others discover it, and to pass on their knowledge of the world of protected areas.

In subscribing to this Charter, the travel-company managers undertake to adopt a new tourism ethic, which will contribute to the development of sustainable tourism in the areas which they cover. This is aimed at increasing satisfaction for customers who are increasingly concerned about the environment and heritage, and reducing the impact of their activities.

Procedures are to be developed for ratification of the travel company's commitment to the Charter. They will be based on the undertakings set out below.

5.1 Benefits for travel companies

The Charter allows the travel company to:

- be recognised at European level;
- develop new business opportunities, by:
 - targeting customers who are environmentally aware,
 - offering a product which meets the expectations of new European customers,
 - forming partnerships with travel companies in other European countries creating off-season tourism;
- strengthen the quality of its product by:
 - providing a better reception for their customers in the protected area,
 - involvement of local people during the visit,
 - support from the protected area during the development of the holiday including help in selecting sites, availability of staff of the protected area, help in identifying local personalities to meet during visits, etc.;
- increase visitor satisfaction by:
 - demonstrating commitment to the development of sustainable tourism in protected areas,
 - participation in small groups accompanied by qualified guides.

5.2 Undertaking by the travel company

1. **To accept and respect the principles of sustainable development incorporated in this Charter whilst adapting them to its own activity**
2. **To define a strategy (1 year) in close partnership with the protected-area authority**

This strategy will put its commitment to the Charter area into practice, with regard to:

- respect for the environment,
- support for local economic and social development,
- preserving quality of life,
- customer satisfaction.

The strategy will define the principle objectives to be achieved by the company.

To contribute to the development of sustainable tourism in the area, the company will strengthen its links with local service-providers (hoteliers, local travel agencies, restaurateurs, craftsmen, and local personalities who can contribute during the visits).

The company will become involved, wherever possible, in the life of the region visited by taking part in meetings organised by the protected area and by contributing new ideas for implementing and monitoring its sustainable tourism development strategy.

3. To present this strategy in the form of an action plan

This action plan will specify actions which have been or will be taken to achieve the objectives set by the strategy. It will define the company's commitment to the following **key issues**:

i. Protection and enhancement of natural and cultural heritage

- **Respect for capacity limits:** The activities proposed by the company will be compatible with the conservation objectives of the protected area. With this in mind, it will ensure that they have minimum impact on the environment. It will take account of policies and recommendations specific to the protected area and will seek advice from the area's staff when developing new activities.
- **Enhancement of local heritage:** The company will, wherever possible, help to enhance natural, cultural and historical heritage. This means, in particular, that its activities will be based on discovering and understanding this heritage.
- **Conservation of natural resources:** The company will give preference to local service providers which demonstrate commitment to the environment. These will have in place a programme of environmental management covering water management, energy efficiency and land use, as well as waste reduction. The company will seek to reduce the impact of its own activities on the natural resources.
- **Contribution to heritage conservation:** The company will assist the protected area in its mission of protecting and monitoring the natural surroundings, by notifying any changes observed by its customers or tour guides. It will introduce a return-on-capital programme, including a percentage of its tour prices to be donated towards conservation and heritage preservation, and it will notify its customers of this.

ii. Improving the quality of the tourism experience

In order to meet the expectations of European customers, the travel company will assist the protected area in its quality procedure, by means of advice and recommendations. It will apply the same quality assurance procedure to its own product.

- **Market research:** To improve customer satisfaction, the company will keep the protected-area authority informed of the expectations and needs of its customers. This will allow the area visited to adapt according to demand.
- **Quality procedure:** The tourism product will be based on a total-quality approach, covering reception, services provided, equipment and facilities, marketing and promotion, and of course after-sales service. Careful selection of the local service providers will help the company to reach this objective.

- **Identifying new customers:** The company will identify new customers who are sensitive to the quality of the environment. It will pay particular attention to certain types of visitors who are often ignored in tourism promotions, such as disabled, ill, or convalescing people, young people and low-income groups. The company will avoid any form of elitism in the selection of its customers.

iii. Raising public awareness

- **Education and interpretation:** All the company's tours and stays in the protected area will be aimed at raising awareness and educating visitors about the environment. They will seek to enhance customers' respect for nature and their understanding of the environments visited.
- **Visitor information:** Wherever possible, the company will arrange meetings in preparation for the visit, and will also provide complete information about the protected area with the travel documents. This is to make visitors aware of the natural and cultural heritage and traditions of the region which they will be able to see during the tour. Throughout the tour, visitors will be provided with additional high-quality information by the tour guides and other participants. Visitors will also be given advice, in particular with regard to purchasing souvenirs. They will be told how to respect local flora and fauna and the general life of the region throughout the visit. Customers will also be informed about the objectives of heritage conservation and sustainable development.
- **Appropriate marketing and promotion:** The marketing and promotion activities of the company will help visitors understand the true value of the protected area. Care should be taken in describing the wildlife which may be seen – never guarantee the sighting of a particular species but rather encourage the discovery of its habitat.
All promotional material should emphasise the fragile nature of the areas visited. Any brochures and other sales material produced by the company could contain advice to future visitors to the protected areas.
Finally, the fact that the company is a signatory to this Charter should only be mentioned on products which are the subject of a contract with the protected area and the European evaluation committee.

iv. Development of tourism specific to the area

The travel package developed by the company will especially encourage the discovery and appreciation of the local cultural and natural heritage, increased environmental awareness and an understanding of the role of the protected area.

To achieve these objectives, the company will arrange for nature guides to be present during the tours. These guides will present the environment using a systematic approach, explaining details about the eco-system and the various habitats. These guides should have a good understanding of the region and the individual sites visited.

v. Training

Training is an essential tool in putting the company's commitment into action. All employees, including sales staff, contractors, tour guides, etc., should be made aware of the concept of sustainable development. This will complement their existing knowledge about the natural and cultural heritage of the region being visited, and will contribute to better information and satisfaction for visitors.

vi. Protection and support of the quality of life of the inhabitants of the protected area

To guarantee friendly relations between visitors and local residents, the company will at all times seek to preserve, and even to improve, the quality of life for the latter. Priority will therefore be given to respecting the life of the community and local customs.

To this end, the company will organise each visit with a limited number of participants (between 12 and 15 people). It will give appropriate advice to visitors on avoiding behaviour which might offend the local inhabitants. This will especially be the responsibility of the tour guides.

Finally, the company will become involved in local life by helping to promote cultural events organised by the people living in the protected area.

vii. Social and economic development

- **Support for the local economy:** To support the local economy, the company will encourage development of tourism based on local initiatives, by taking full advantage of local services in its tours, using local guides, accommodation, restaurants and shops wherever possible.
- **Development of new employment opportunities:** Wherever possible, the company will encourage social integration by offering employment to local people with special needs and to young people, and providing equal opportunities for women and men.

viii. Control of tourist numbers

- **Monitoring visitor flows:** The company will contribute to monitoring of visitor flows by providing the protected area with regular information on its itineraries and the time and duration of its visits.
- **Channelling of visitor flows:** The company will commit itself to directing its customers towards the less sensitive parts of the area. It will also encourage discovery of the protected area at times when it is less busy, in line with the promotional efforts of the protected area.
- **Traffic control:** Travel to and within the protected area should, wherever possible, be by means of public transport, walking or cycling. The company will therefore provide its customers with information on getting to the sites by public transport. It will also endeavour to arrange assembly points at stations or public transport termini.

Moreover, all motorised vehicles used for leisure purposes (e.g. 4 x 4 vehicles, etc.) will be excluded from all tourist facilities.

ix. Management and integration of visitor facilities

To support the area's efforts to enhance local architecture, the company will favour accommodation facilities which are typical of the region and which have been well integrated into their surroundings.



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Appendix 1 Charter principles

These principles are based on the official Charter text. As part of your application you will need to ensure your protected area formally commits to them. A copy for signature is included in your application report.

The underlying aims of the European Charter for Sustainable Tourism in Protected Areas are to

- ▶ Increase awareness of, and support for, Europe's protected areas as a fundamental part of our heritage, that should be preserved for, and enjoyed by, current and future generations.
- ▶ Improve the sustainable development and management of tourism in protected areas, which takes account of the needs of the environment, local residents, local businesses and visitors.

The charter principles involve working in partnership, preparing and implementing a strategy, and addressing key issues. Charter protected areas make a series of commitments to achieve the underlying aims:

1 To involve all those implicated by tourism in and around the protected area in its development and management.

A permanent forum, or equivalent arrangement, should be established between the protected area authority, local municipalities, conservation and community organisations and representatives of the tourism industry. Links with regional and national bodies should be developed and maintained.

2 To prepare and implement a sustainable tourism strategy and action plan for the protected area.

The strategy should be based on careful consultation and be approved and understood by local stakeholders. It should contain:

- A definition of the area to be influenced by the strategy, which may extend outside the protected area
- An assessment of the area's natural, historic and cultural heritage, tourism infrastructure, and economic and social circumstances; considering issues of capacity, need and potential opportunity
- An assessment of current visitors and potential future markets
- A set of strategic objectives for the development and management of tourism, covering
 - conservation and enhancement of the environment and heritage
 - economic and social development
 - preservation and improvement of the quality of life of local residents
 - visitor management and enhancement of the quality of tourism offered
- An action plan to meet these objectives
- An indication of resources and partners to implement the strategy
- Proposals for monitoring results

- 3 To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development by:**

 - monitoring impact on flora and fauna and controlling tourism in sensitive locations
 - encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions
 - controlling and reducing activities, including tourism impacts, which: adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise
 - encouraging visitors and the tourism industry to contribute to conservation
- 4 To provide all visitors with a high-quality experience in all aspects of their visit, by:**

 - researching the expectations and satisfaction of existing and potential visitors
 - meeting the special needs of disadvantaged visitors
 - supporting initiatives to check and improve the quality of facilities and services
- 5 To communicate effectively to visitors about the special qualities of the area, by:**

 - ensuring that the promotion of the area is based on authentic images, and is sensitive to needs and capacity at different times and in different locations
 - providing readily available and good quality visitor information in and around the area, and assisting tourism enterprises to do so
 - providing educational facilities and services that interpret the area's environment and heritage to visitors and local people, including groups and schools
- 6 To encourage specific tourism products which enable discovery and understanding of the area, by:**

 - providing and supporting activities, events and packages involving the interpretation of nature and heritage
- 7 To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism, by:**

 - providing or supporting training programmes for staff of the protected area, other organisations and tourism enterprises, based on assessing training needs
- 8 To ensure that tourism supports and does not reduce the quality of life of local residents, by:**

 - involving local communities in the planning of tourism in the area
 - ensuring good communication between the protected area, local people and visitors
 - identifying and seeking to reduce any conflicts that may arise
- 9 To increase benefits from tourism to the local economy, by:**

 - promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses
 - encouraging the employment of local people in tourism
- 10 To monitor and influence visitor flows to reduce negative impacts, by:**

 - keeping a record of visitor numbers over time and space, including feedback from local tourism enterprises
 - creating and implementing a visitor management plan
 - promoting use of public transport, cycling and walking as an alternative to private cars
 - controlling the siting and style of any new tourism development

New Lisbon Treaty

Art. 195 of the Lisbon Treaty establishes the
new competence of EU in the field of tourism:

Article 195

1. The Union shall complement the action of the Member States in the tourism sector, in particular by promoting the competitiveness of Union undertakings in that sector.

To that end, Union action shall be aimed at:

- (a) encouraging the creation of a favourable environment for the development of undertakings in this sector;
- (b) promoting cooperation between the Member States, particularly by the exchange of good practice.

2. The European Parliament and the Council, acting in accordance with the ordinary legislative procedure, shall establish specific measures to complement actions within the Member States to achieve the objectives referred to in this Article, excluding any harmonisation of the laws and regulations of the Member States.